

# BEYOND THE POST

## Building a Professional Marketing Engine for Your Festival



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# The "Accidental Marketer"

- **The Problem:** You're experts at logistics, operations, and "putting out fires."
- **The Conflict:** Digital marketing often feels like a "black hole" of manual effort and hope.
- **The Burnout:** Posting to social media and wondering if it actually sold a single ticket is exhausting.

# The Paint vs. The Engine



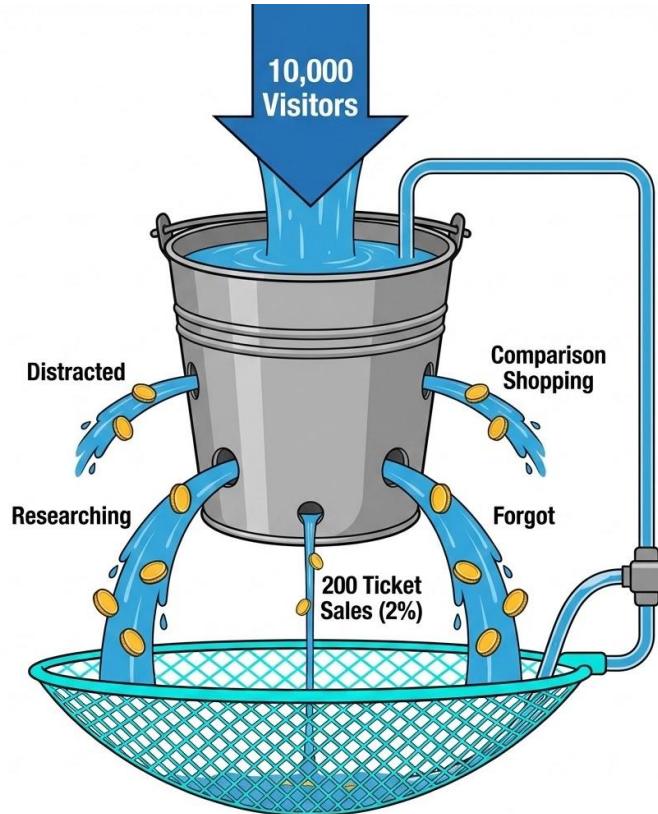
TikTok & Reel Trends, “pretty graphics and flyers, Drone Footage, “link in bio”



Retargeting Funnels, UTM ROI Tracking, Automated Email Flows, API & Pixel Integration

**A \$10,000 paint job won't fix a broken motor.**

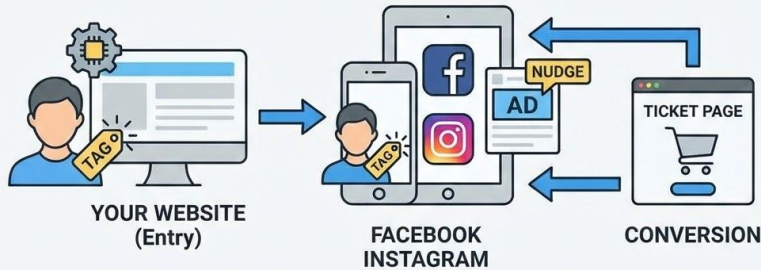
# THE DIGITAL SAFETY NET



- The **Average industry conversion rate is 2%**
- Most organizers pay for the first click and then “hope” the users come back on their own
- **Strategic systems catch the 98%** and keep your festival top-of-mind until they are ready to buy.

# RETARGETING: THE DIGITAL PLUMBING

## DIGITAL MARKETING TRAIL



**The Meta Pixel:** A piece of code on your site that "sees" who visits.

**Conversion API (CAPI):** The "Level 2" version that talks server-to-server (bypassing ad blockers and privacy updates).

**Audience Segmentation:** Stop targeting "Everyone." Target by behavior:

- **The Browser:** Viewed the home page.
- **The Fan:** Viewed the lineup page.
- **The Almost-Buyer:** Added tickets to the cart but didn't check out.

Don't just track clicks. Track intent.

# The ROI Map

Stop reporting 'Reach' and start reporting  
'Revenue'

## What is a UTM?

A simple "tag" added to the end of a URL that tells Google Analytics exactly where a click came from.

## Why it Matters:

You can finally tell your Board or your Sponsors: *"Your Facebook post didn't just get 100 likes; it sold 42 VIP tickets."*

# What Can We Track?

- **Source:** Where is the traffic coming from? (e.g. Facebook, Email, Chamber of Commerce)
- **Medium:** How did it get there? (e.g. organic\_post, paid\_ad, monthly\_newsletter)
- **Campaign:** What are you promoting? (e.g. Early\_Bird\_Launch, Main\_Stage\_Reveal)

# UTM Code

The Base: `yourfestival.com/tickets`

The Tracker:

`?utm_source=SponsorName&utm_medium=Newsletter&utm_campaign=EarlyBird`

You can prove a specific partner drove **\$12,500** in sales, rather than just saying they got "a lot of clicks."

# Sponsorship Flex: From Exposure to Equity

## Basic

- Reached 250K impressions
- 1,500 engagements
- “Everyone loved your logo”

## Advanced

- 1,200 High-Value Website Visits
- 8% Click-to-Purchase Rate
- \$14,200 in Direct Ticket Revenue

Proving ROI makes it nearly impossible for a sponsor to say “no” next year!

# THE 365-DAY ENGINE



Stop starting from zero every single year!

Don't market to strangers during launch week. Market to the friends you made during the off-season.

# OWN YOUR DATA

## First-Party Data (Email & SMS)

YOU OWN THE KEY.  
NO ALGORITHM CAN BLOCK THE DOOR.



STORAGE



VOLATILITY

## Rented Audiences (FB/IG/TikTok)

YOU PAY FOR ACCESS. THE LANDLORD CAN  
CHANGE THE RULES (AND THE RENT)  
AT ANY TIME.



- **The Algorithm Trap:** When Meta or TikTok changes their code, your "Reach" drops. When you own the data, your reach is 100%.
- **Direct Communication:** Email and SMS are the only channels where you have a one-to-one conversation without a "middleman" filter.
- **The "Engine" Fuel:** Your first-party data is what makes your **CAPI** and **Retargeting** smarter and cheaper to run.

**A follower is a lead. An email address is an asset.**

# Email Automation Sequences

## 1. The Welcome Sequence (The "Build" Engine)

When someone joins your list during the off-season, their interest is at its peak. If you wait three weeks to email them, you've lost the momentum.

- **The Trigger:** Someone signs up for "Lineup Alerts" or a VIP giveaway.
- **The Flow:**
  - **Email 1 (Immediate):** The delivery. Give them the "First Look" or confirm their entry. Introduce the festival "vibe."
  - **Email 2 (2 Days later):** Social Proof. Share a video of last year's highlights or a testimonial from a fan.
  - **Email 3 (4 Days later):** The "Why." Tell the story of the festival's mission or a "behind the scenes" look at the venue.
- **The Goal:** Move them from "curious stranger" to "loyal fan" before tickets even go on sale.

## 2. The Abandoned Cart (The "Safety Net" Engine)

This is arguably the most profitable automation you can set up. It captures the people who were inches away from the finish line.

- **The Trigger:** A user adds tickets to their cart but doesn't complete the purchase within 1 hour.
- **The Flow:**
  - **SMS 1 (30 Mins later):** "Hey! Did you forget something? Your tickets for [Festival Name] are still waiting. [Link]"
  - **Email 1 (2 Hours later):** A helpful nudge. "Need help finishing your order? Here is a quick link to get back to your cart."
  - **Email 2 (24 Hours later):** Scarcity/Urgency. "Price increase coming soon! Secure your spot before the tier jumps."
- **The Goal:** Recover the revenue that usually disappears into the "black hole" of daily distractions.

### 3. The "Know-Before-You-Go" (The "Logistics" Engine)

As a festival organizer, you know the weeks leading up to the event are a flood of "Where do I park?" questions. Automation can handle this for you.

- **The Trigger:** 7 days before the event (for all ticket holders).
- **The Flow:**
  - **Email 1 (D-7):** The Survival Guide. Map, parking info, and "What to Bring" list.
  - **SMS 1 (D-1):** The Final Reminder. "Gates open at 10 AM! Have your digital tickets ready for scanning. See you soon!"
  - **The Goal:** Reduce the burden on your customer service team and ensure a smooth "Gate" experience.

## 4. The Early Bird Re-Engagement (The "Bask" Engine)

The best time to sell next year's ticket is while the "High" of this year's event is still fresh.

- **The Trigger:** 48 hours after the festival gates close.
- **The Flow:**
  - **Email 1:** "Thank you for making [Festival Name] 2026 incredible! Tell us what you loved (Survey link)."
  - **Email 2:** "As a thank you, here is a 24-hour window to lock in 2027 tickets at an 'insider-only' price."
- **The Goal:** Secure a baseline of revenue for next year before you even begin the "Build" phase.

# Email vs. SMS

## **EMAIL**

**Best for: Storytelling, maps, lineup reveals, sponsor highlights.**

**Tone: Descriptive & Branded**

**Frequency: 1–3 times per week**

## **SMS**

**Best for: Urgency, price increases, gate updates, abandoned carts.**

**Tone: Short, Punchy, & Action-Oriented**

**Frequency: Use sparingly (high value only)**

# THE MONDAY MORNING CHECKLIST

- **Audit the Plumbing:** Go to Meta Events Manager. Is your Pixel active? Can you turn on a "Partner Integration" for CAPI
- **Tag the Trail:** Create **one** UTM link for your next social media post or email blast. Watch the data hit your dashboard.
- **Fuel the Engine:** Look at your email list. If you haven't emailed them in 3 months, send a "Save the Date" or a "Behind the Scenes" photo today

A system built 1% at a time is better than a 'perfect' plan that never launches.

# Questions?

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