

Eventbrite

7 Strategies to Sell More With Your Ticketing & Registration Tech



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To sell out your event, you need to maximize every channel you have. That doesn't mean spending more money — it means spending your money in smarter ways. Especially when it comes to your ticketing or registration technology.

This tech shouldn't be a drain on your event's finances. It should be your path to hitting your sales goals while staying on budget, selling more tickets or registering more attendees, and running a profitable business. But the wrong ticketing or registration partner can cost you hours of your team's time and countless sales.

The technology you use to sell tickets or registrations is pivotal to turning your event page visitors into attendees at the highest possible rate, no matter how they discover your event. But don't settle for a system that stops there. The best ticketing and registration partner will draw new, interested potential attendees to your event, on top of your team's marketing effort — and show you the sales.

Here are seven ways to use tech to maximize sales from all of your marketing channels — and to reach potential attendees that aren't on your radar.

This guide is for...

Owners and marketing directors of events who are looking to grow attendance and hit their revenue goals — without increasing their budgets. (Yes, it's possible!)

You'll learn how to:

- Maximize each marketing channel with data-driven strategies
- Grow your event attendance without increasing your budget
- Choose a ticketing and registration technology that drives sales with a new audience

Raise your expectations of your ticketing & registration technology

Ticketing and registration technology does more than just process payments. Here are some examples of what you can accomplish with the right tech:

- Speed up entry and better plan for on-site activities
- Simplify your planning with real-time sales and attendee data
- Sell more with an easy purchase process on any device
- Eliminate manual tasks by syncing with your other tools like email and CRM systems
- Give attendees a flawless entry experience by providing ticket access on mobile, Apple Watch, and more
- Extend your marketing reach to interested event-goers

Make ticketing and registration mobile-friendly for a competitive advantage

For many potential attendees, the moments leading up to the ticket purchase occur on mobile: 50% of event pages views are from mobile devices.¹ And it's no wonder: more people search Google on their phones than on computers, and 75% of Facebook ad traffic is on mobile.²

And while not every potential attendee will buy on their phone, plenty of them do. Currently, nearly 20% of online purchases are done on mobile, and that number is expected to increase to 27% by 2018.³ So, how can you encourage mobile visitors to register in the moment?

The key is a purchase process designed for phones and tablets. Sites that are mobile optimized see a 160% lift in “conversion rates” — the rate at which visitors actually buy.⁴ That means 160% more potential attendees may buy tickets, simply because your event page and ticket purchase process are designed for screens of any size.

Test your ticketing or registration page on your phone and tablet. It's not enough to just show a smaller version of your event page on mobile — you don't want to make potential buyers pinch and zoom to read about your event or buy a ticket. Mobile pages should be designed differently to meet the needs of an on-the-go buyer. If you use Eventbrite, 100% of the site's pages are mobile optimized, so it's just as easy to buy tickets on a phone as it is on a computer. And the easier you make it to buy on mobile, the more tickets you'll sell.

58%

58% of Google searches are on mobile ⁵

75%

75% of Facebook ad traffic is on mobile

50%

50% of event pages views are from mobile devices

20%

20% of online purchases are on mobile

160%: the average lift in conversion rates for mobile-optimized purchase processes across the web



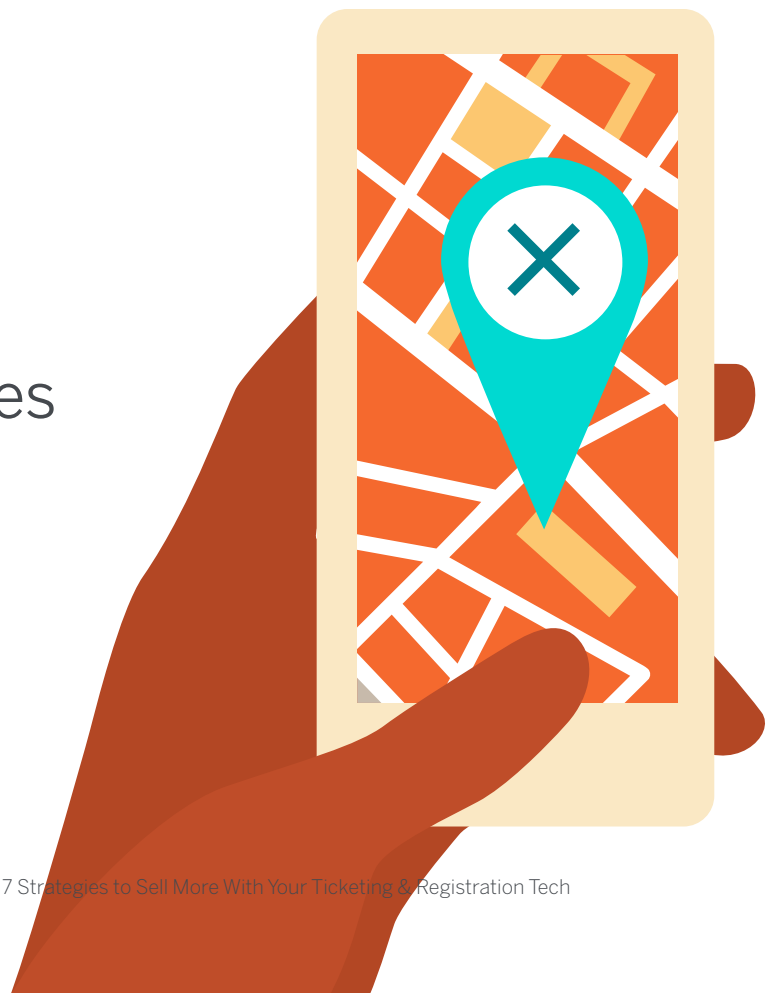
Strategy 02

Find — and sell to — attendees where they discover events

You may target your ads to local audiences or your social media fans — but the people most likely to attend your event are already looking for something to do.

So how do you make sure they find your event? Most event-goers have go-to websites they rely on to make plans. In [a survey of 3,000 urban event-goers](#) in the U.S., well over half (64%) said they look to neighborhood guides when searching for things to do.⁶ Event-goers also turn to more targeted sites to discover events — [Bandsintown](#) or Spotify for music fans, Lanyrd for conference-goers, or Facebook Events or Eventbrite for personalized recommendations.

64% of urban event-goers turn to neighborhood guides to find things to do



It goes without saying that getting your event on those sites can drastically increase your reach and sales. And your ticketing or registration partner should help you get your event on all the top event listings sites. Here's how:

Sell tickets where attendees already are

Your ticketing or registration tech should push your events to potential attendees' favorite sites automatically, and enable purchases without requiring consumers to leave the page. The most important sites for your audience likely depends on your event: music fans may rely on Bandsintown, while conference-goers search [Lanyrd](#).

If you use Eventbrite, you can automatically distribute your events on discovery sites across the web. These include Bandsintown, Goldstar, Songkick, Eventful — and, of course, [Facebook Events](#).

But once you capture interest on these sites, don't waste time convincing people to go to your event page — instead, let them start the purchase process without leaving the site. With Eventbrite, you can enable event-goers to buy tickets directly on Facebook, Bandsintown, Discotech, and Goldstar, with more partners on the way.

This “[distributed commerce](#)” model is innovative today — but will soon be demanded by ticket buyers. Fans are already less likely to go directly to event pages (and leave Facebook or Bandsintown in the process) in order to buy tickets, especially on mobile. Compared to 2016, the percentage of tickets bought on these distributed commerce sites has more than doubled.⁷

Promote your event to the most targeted audience: previous ticket-buyers

Ideally, your technology partner has their own audience of event-goers, and they're actively promoting your event. If you've partnered with Eventbrite, your event will be shown to attendees based on their locations and previous ticket purchases. This means that the audience you reach will be even more targeted — and more likely to purchase a ticket. In fact, people who discover events through the Eventbrite homepage buy tickets at twice the rate of people coming to an event page via social media.

Don't underestimate the impact this can have on your ticket sales. Eventbrite events typically see significant sales from pages where event-goers go to find events in their area, including the Eventbrite homepage or targeted interest and city listing pages.⁸

50M

50 million active ticket buyers use Eventbrite each year

People who discover events via Eventbrite discovery pages buy tickets at **2x** the rate of discovery via social media⁹



Distributed commerce ticket purchases have more than doubled since 2016



Music fans are more likely than other attendees to discover events via the Eventbrite app



Food & drink, festival, and fair attendees are the fastest-growing segment of "distributed commerce" purchasers



Business and professional event goers are most likely to find events via Eventbrite discovery pages

Up to a quarter of traffic to ticketing and registration pages comes from social media. What's more, social media drives nearly 15% of purchases for most events.

While your own social media presence plays a role here, these views and sales are driven by word-of-mouth communication between friends. Almost as many people post about an event before the event as they do during the event itself. Many of these posts are attendees sharing their anticipation, and a quarter are explicitly encouraging friends to buy tickets or announcing their own registration.¹⁰

To drive even more sales, highlight social posts on your ticketing or registration page. [Facebook has found](#) that showing which friends are attending an event can increase engagement with the event by 25%.¹¹

If you use Eventbrite, you can show people which of their Facebook friends are attending your event on your Eventbrite page. Or, you can use Social Stream, an extension which shows any recent Twitter and Instagram posts that include your event's hashtag on your Eventbrite page. This social proof can help turn potential attendees into ticket buyers and registrants.

To learn more about how to develop a social media strategy for your event, [check out this guide from the experts at Buffer](#).

25%

Nearly 25% of traffic to ticketing and registration pages comes from social media

The average event can expect 10-15% of their sales to come through social media channels

1/4

1/4 of pre-event posts explicitly encourage friends to buy tickets

25%

The average increase in engagement with Facebook events that show which friends are attending

For most events, search can be expected to drive between 5-10% of ticket purchases or registrations.¹² But these sales aren't automatic — it takes dedicated effort to show up in search results.

5-10% event sales to come through search



The key is search engine optimization (SEO) or, put more simply, designing your event page to show up at the top of search results. Keywords — the words that a potential attendee would search on Google to find your site — are the heart of SEO. You'll want to use these words strategically on your event page, especially in your event name and description.

Sometimes, this means putting creativity aside for a straightforward name. For example, if you host a beer festival, you want to make sure your event name has the term "beer festival" in it, since that keyword is searched nearly 3,000 times per month in Google. (You can find out which keywords have the highest search volume for your event using Google AdWords — [find out how here.](#))

Search engines know that events are timely and location based, so they will use your event's date and location to determine its ranking. That means you want to make sure the date and location are front and center in the description, and repeat geographic terms like "Northern California" and "New York City" in the description.

You increase your chances of ranking even more if you include your city or state in the title of your event. For example, nearly 200 people search for beer festivals in Los Angeles each month, so naming your event the "Los Angeles Beer Festival" or "Craft Beer Festival: Los Angeles" could pay off in major traffic.

If you're directing traffic to your own event page, make sure your domain name (or URL) also includes the keyword-optimized name of your event. But if you want searchers to land directly on your ticketing and registration page, you want to choose a partner with good "domain authority" on its site — a number that indicates how much Google trusts their site.

The higher your partner's domain authority, the better shot your event has at ranking in search results. Eventbrite is one of Google's [top 100 most trusted sites](#) — the only ticketing or registration page with a high enough domain authority to rank alongside sites like Yelp, and even above Google.uk.¹³

Learn more about how to get your event to rank in search results in this [free webinar with the experts at Moz](#).



PRO TIPS

Make your event page show up first on mobile searches

More than half of Google searches happen on mobile — and mobile searchers tend to take advantage of “predictive search.” This is when Google tries to predict what a searcher wants before they finish typing.

The most powerful form of predictive search is an Accelerated Mobile Page (AMP) search result. If you’ve ever started typing a search on your phone and saw a result appear under the search box with a lightning bolt symbol next to it, you’ve seen an AMP result. These are pages designed on the backend to load extremely quickly, so searchers can get their information before even pressing ‘Search.’¹⁴

AMP pages are now used by the majority of major websites, including Pinterest, BuzzFeed, and The New York Times. And while there are no overarching statistics available, Slate saw a 73% increase in site visitors from Google mobile search.

Eventbrite is the only ticketing company using AMP for all of their event pages. This means your event will automatically show up first — and fastest — when people search for your event on mobile.

91% of people check their email every day. But to catch potential attendees' attention in a busy inbox, your emails need to stand out from the crowd.

The first step to making email your most powerful promotional channel is to understand how you rank against the competition in a few key metrics. Based on survey responses from more than 340 event organizers across the U.S. and U.K., this exclusive data will help you better compare your email performance against other events and see how you can improve.



26%

Average open rate for
event emails



4.95%

Average click-through rate
for event emails



0.8%

Average unsubscribe rate
for event emails

Open rate

Your open rate is the percent of people who receive your email who open it. The average event email has a 26% open rate — meaning 26% of recipients will open it — and a common range of 21-30%. Festivals and music events usually perform slightly better, with a 29% open rate, while conferences and professional events perform lowest at 23%.

If your email open rates fall under this range, it's time to rethink your subject lines and the name of the sender of your emails. For example, you could test sending emails from your company name, from your own name, or from the name of a popular speaker at your event (with their permission, of course).

For subject lines, aim to be specific and create a sense of urgency in about 50 characters or less. If you're sending a save the date, or sharing a promotional code that expires in 24 hours, include that in the subject line. And if you have the technology to personalize your emails (including the recipient's name or city in the subject line), you can boost open rates by 20%.¹⁵

Click-through rate

The average click-through rate (CTR) for an event email is 4.95% — so just under 5% of people who receive event emails will click on a link in that email. Music events report the best results, with an average CTR of 5.43%, while classes and workshops average a 4.08% CTR.

One quick way you might be able to up your click-through rate is by adding more links in your emails, and making sure your links are at the top of the email. So, for example, if you have a “Buy Tickets” link at the bottom of your email, add it to the top, or include an alternative link to find out more information.

The best way to improve your CTR is to get more targeted — with your email list or your content. For example, you could segment your email list by geo to reach a local audience, or send a discount just to previous attendees. (If you're like 36% of U.S. event organizers and use [MailChimp](#) for your email campaigns, or use another popular service like [Emma](#), you can sync your account with Eventbrite to automatically transfer attendee email addresses and other data between systems.)

If you don't want to trim down your email distribution, it's worth testing your content. Create two versions of your email (version “A” and version “B”). Send version A to one set of subscribers and version B to another limited set. Then send the better-performing email to the remainder of your email list.

Unsubscribe rates

The average event email has an unsubscribe rate of 0.8% — so just under 1% of people who receive event emails unsubscribe from the database. If your rate is above 1%, the top of the median range for event emails, it's worth becoming more targeted in your sends, or asking for feedback in a prompt on your unsubscribe page. Also be sure to include another communication option on your unsubscribe page; just because someone doesn't want to receive your emails doesn't mean they don't want to hear from you on Facebook or another channel.

Learn more about how to improve your event emails in the [2017 Email Benchmarking Report](#).



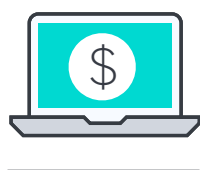
PRO TIPS

Make your event page show up first on mobile searches

Your ticketing and registration partner should also use emails to help you sell more. If you use Eventbrite, your event will automatically be included in emails to ticket buyers, targeted by their previous event activity. The personalized nature of these emails drives a higher open and click-through rate than the industry standard. To make your event the most appealing in these newsletters, make sure you have a concise event title, an intriguing thumbnail image, and select the most accurate event category when creating your event.

Your partner can also target sends based on event-goers friends' behavior, or their own engagement with your event. Eventbrite lets event-goers know if two or more of their Facebook friends are attending an event, and sends an email reminder to people who began to buy tickets to your event but haven't completed their purchase.

Once you get a potential attendee to your [event website](#), you need to seize that moment of interest. Improve your chances of keeping people on your page — and getting them to commit to your event — by including this key information in your listing.



10%

The average Eventbrite event sees about 10% of their sales come through transactions that began on their event website

Use visuals to keep visitors on the page

The top two places the majority of consumers bounce to after visiting your event page are YouTube and Google Images.¹⁶ Event-goers use videos and photos to understand what to expect from your event. If you don't include these visual cues on your page, you're forcing readers to find it elsewhere — and you may be losing sales.

Keep people on your page by embedding photos and video that answer all of these questions. Embed video to help them learn more about an artist, speaker, or venue that they've never seen before. And use images to give them a sense of your event's vibe: Does the venue have an upscale atmosphere, or more of a hipster feel? What are people wearing in the pictures?

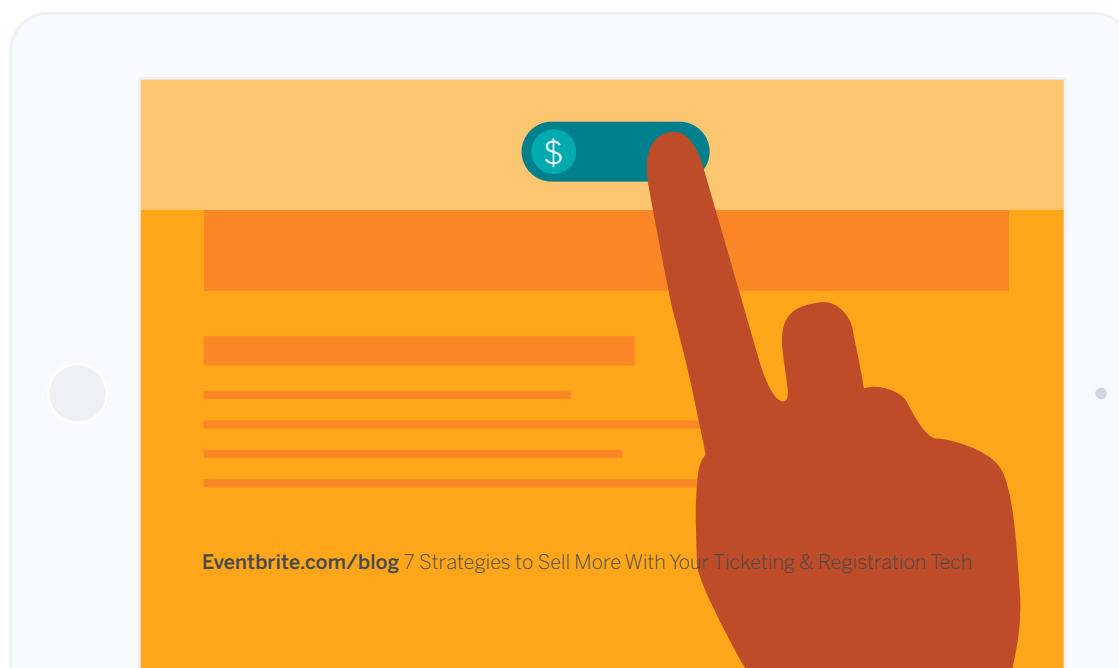
Use [well-lit, professional photos](#) and videos on your event website to make potential attendees confident about completing their purchase, and inviting friends to your event. (You can learn more about how to use photos to sell more tickets [in this event photography guide.](#))

Embed sales on your website

Once you've given potential attendees all the info they want about your event on your site, it's time to get them to commit. Make sure your “Buy Tickets” or “Register” button is always on screen as people scroll, no matter if they're on desktop or mobile.

Since every additional step in the ticket purchase process causes 10% of potential attendees to drop off without completing their purchase, minimize the steps involved.¹⁷ Instead of pointing people to your ticketing or registration page, start the purchase directly on your website.

If you use Eventbrite, you can embed the ticket selection into your event website. This way, people can start the purchase process immediately — creating one less step, and one less chance to lose attendees. Typically, events sell about 10% of their tickets through transactions that began on their event website.¹⁸



Strategy 07

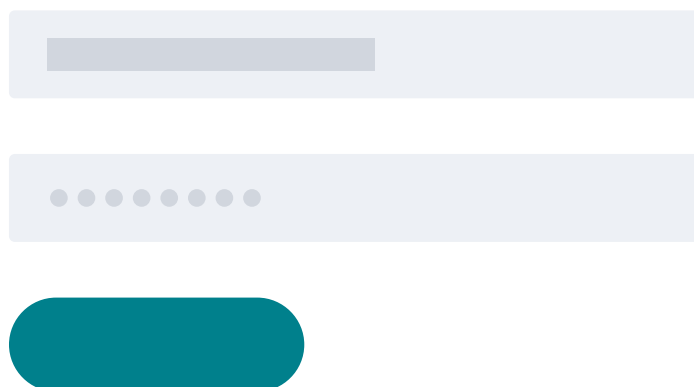
Increase sales efficiently by targeting the people already on your event page

Consider how many of your event website visitors are buying tickets. The math is simple: How many visitors come to your site each day? How many tickets do you sell online each day? If you have significantly more visitors than the number of tickets you sell, it might signal that you're losing sales to a complex purchase experience.

Your most dedicated fans might push through a difficult purchase experience, but many people won't. People with shorter attention spans — or less commitment to attending — will give up as soon as buying a ticket becomes inconvenient.

So what makes ticket buying difficult? Some are obvious: additional steps in the checkout process that cause 10% of people to quit; a required login that causes 23% of shoppers not to buy; hidden fees that dissuade customers at the last minute. Others may seem less obvious: if your ticketing or registration page loads slowly, for instance, that can cause another seven percent of potential attendees to close the window instead of waiting.¹⁹

23% of shoppers will not purchase if there is a required login



To cross off these hidden conversion killers, make sure your ticketing and registration purchase process includes:

- ☐ — No more than three to four steps for even the most complicated events (some outdated ticketing providers have up to ten!)
- ☐ — A “Buy Tickets” or “Register” button clearly visible at all times as people scroll
- ☐ — The entire checkout experience on just one page
- ☐ — Fees visible upfront, so potential attendees know exactly what to expect
- ☐ — No required login
- ☐ — The option to store credit card information to reduce steps to buy even further

If you're using Eventbrite, there's no need to worry about your purchase process — all these boxes are checked. If you want to find out more about how to convert more website visitors into attendees, [check out this guide.](#)

The takeaway

Your ticketing and registration technology should help you host a better event — and your success depends on meeting your sales goals. With built-in event distribution and a better purchase process, you can use tech to sell more, no matter what marketing channels you rely on.

Don't just take our word for it. If you use Eventbrite, you'll see how much you sell from each marketing channel in your event dashboard — including how many sales have come through Eventbrite channels for your event so far.

Want to learn more? Get a behind-the-scenes look at the Eventbrite platform by watching this on-demand demo, or get in touch now by [contacting us here](#) or calling (866) 902-2531.

¹ Eventbrite data, April 2017

² Google, May 2015; Facebook, Fortune July 2015

³ [Huffington Post](#), August 2016

⁴ Internet Retailer, Jan 2014

⁵ [Hitwise](#), August 2016

⁶ Engaging Event-Goers in SF, LA, and NYC; August 2016

⁷ Eventbrite data, April 2017

⁸ Eventbrite data, April 2017

⁹ Eventbrite data, April 2017

¹⁰ Eventbrite study, July 2014

¹¹ [Facebook](#), April 2016

¹² Eventbrite data, March 2017

¹³ [Moz 500](#), April 2017

¹⁴ [Google](#), October 2016

¹⁵ [Hubspot](#), May 2016

¹⁶ Eventbrite research, March 2016

¹⁷ Ticketmaster

¹⁸ Eventbrite data, April 2017

¹⁹ [Kissmetrics](#)

Eventbrite

Powering more than two million events each year.

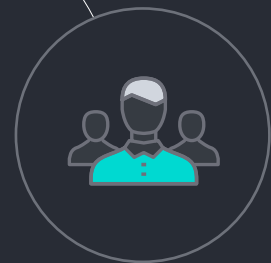
Eventbrite is the world's leading event technology platform. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



Grow your event
Sell more tickets
to Eventbrite's nearly
50 million active
ticket buyers.



Simplify your planning
Promote, manage,
and analyze your event
from any device.



Impress your attendees
Delight with ease of
purchase, convenient
ticket access,
and speedier entry.

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