



Event Invitation Cheat Sheet

**30 Ways to Get Your IDEAL
Clients to Attend your Live Events**

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- Create a targeted landing page that addresses your ideal avatar's pain points and interests.
- Use social media to promote your event and target your ideal avatar with paid advertising.
- Leverage email marketing to reach out to your email list and share information about your event.
- Offer early bird discounts to incentivize attendees to register early.
- Use influencer marketing to reach a wider audience and attract your ideal avatar to your event.
- Partner with complementary businesses to cross-promote your event to their ideal avatars.
- Host a virtual event or webinar to engage your ideal avatar and promote your live event.
- Use video marketing to showcase the benefits of attending your event and appeal to your ideal avatar's preferences.
- Use retargeting ads to promote your event to people who have previously shown interest in your business.
- Offer a referral program where attendees can bring a friend or colleague for a discount.
- Host a pre-event networking session to build relationships with potential attendees who match your ideal avatar.
- Use customer testimonials to build trust and showcase the value of your event to your ideal avatar.
- Create a custom hashtag for your event and encourage your ideal avatar to share their experiences on social media.
- Offer exclusive access to new products or services for attendees who register for your event.
- Host a post-event survey to gather feedback from your ideal avatar and improve future events.
- Use segmentation to personalize your marketing messages and improve conversions with your ideal avatar.

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- Use social proof by showcasing the number of attendees or companies that have registered for your event.
- Offer a VIP experience for your ideal avatar, such as exclusive access to speakers or a private reception.
- Host a live Q&A on social media to generate interest and engage with your ideal avatar.
- Create an email drip campaign to keep potential attendees engaged and informed about your event.
- Use chatbots to answer attendees' questions and provide support throughout the registration process.
- Host a virtual event platform that simulates a real event experience and appeals to your ideal avatar's preferences.
- Host a pre-event survey to gather insights about what your ideal avatar is looking for in an event.
- Create a sense of urgency by promoting limited-time offers or availability.
- Use A/B testing to optimize your event landing page for conversions with your ideal avatar.
- Use storytelling to create a compelling narrative around your event and appeal to your ideal avatar's emotions.
- Offer continuing education credits or certifications to attract your ideal avatar who is interested in professional development.
- Host an interactive workshop or breakout session to engage attendees and showcase your expertise to your ideal avatar.
- Use social media influencers to promote your event to your ideal avatar and reach a wider audience.
- Host a post-event follow-up to thank your ideal avatar for attending and continue the conversation.