

# BRANDING SUCCESS, THE EASY WAY

You know your event is  
going to be amazing.

But how do you  
communicate that?

As you already know, competition for new events like music festivals is fierce.

You're often being squeezed on both sides — the number of new competitors into the market is increasing, while existing competitors are joining forces to become even stronger.

Before you get established, it's a struggle to stand out from the crowd.

But the good news is that demand for interesting and innovative events has never been greater.

In fact, figures show that more attendees are planning to go to more events in 2018/19.

Here are seven simple steps to do your event justice:

### **STEP 1: Show how you're different**

Is it the line-up? The overall experience? The crowd? The location? Or simply 'the vibe'? It could be any factor, but, as a new entrant in the market, you need a point of difference. Today, these unique qualities are more important than ever. So you need to decide what they are, draw them out, and single-mindedly promote them. By emphasising what makes your event different, you'll slash the number of competitors. It's all about being finding your niche...

### **STEP 2: Preach to the converted**

Find the people that might enjoy the event you're running and talk to them. And keep talking to them about the things that interest them. Don't waste any time on people who are never going to buy a ticket.

### **Step 3: Be authentic**

Whatever kind of event you're putting on, it needs the bedrock of authenticity. We assume you're only doing this because you already have a passion for it. But your prospective attendees don't know your back-story – or how the event originated. And, you know what, they'd probably like to know before they invest their hard-earned cash on tickets. So give them genuine reasons to believe in your event – and you'll soon begin to create brand loyalty.

### **Step 4: NEVER over-promise**

Your marketing messaging always needs to be 100% honest. Be enthusiastic but always make sure expectations are kept realistic. After all, no-one likes a faker...

### **Step 5: Harness your biggest fans**

One day, you'll hopefully have fans who'll return to your event again and again, bringing as many friends as they can. So you need to begin cultivating these 'super advocates' as quickly as possible. When people show a real interest in what you're putting on, bring them into the fold. How? By offering them special deals or access, or just simply interacting to make them feel part of it. You'll be amazed by the energy a few valuable individuals can create. Spread the love!

### **Step 6: Get creative – but don't forget about Step 7!**

In a saturated market, creative marketing is the best way to stand out. Of course, social media talks directly to potential attendees and tailors your outreach to specific audiences. Did you know that people who tweet about music festivals are 34% more likely to tweet at least five times more than average (and 16% more likely to have over 1,000 followers)? So you need to send the right messaging in the right way. And that means a consistent and professional 'look and feel' for your event's brand.

### **Step 7: Most importantly, hire some professionals!**

Yes, we know you can get some interns in. Or that Jon down the road does a bit of graphic design. But doing things on the cheap when it comes to your brand marketing is a false economy, especially if you're promoting a new event when the ad/post/Tweet on screen is the only perception a potential ticket-buyer has about you. Like it or not, you'll be judged on the quality of your words and pictures. If your festival has a dodgy logo, it simply screams 'amateur' to everyone. So why cut corners? You don't need a trendy Shoreditch advertising agency, just a few professionals on board – who know the score and can get the best out of your brand.

### **Need some help with branding your event:**

Our friends at Sandhu Consulting are a good place to start for cost-effective and professional strategic campaigns.



Call David for an informal chat on 07879 640069  
or email [david@sandhuconsulting.co.uk](mailto:david@sandhuconsulting.co.uk)