

Over the last few years we've held over 42 events at venues and served over 2,000 individuals, one of the most effective ways to sell tickets we found was through text marketing.

In this video we'll walk through how we used it to maximise its effectiveness as well as some actual examples of different frameworks you can copy.

Problem

- If you do your own in house events at your venue sometimes it always feels like starting from scratch
- Constantly relying on getting new customers each event can be very expensive
- It's now getting increasingly difficult to stand out on social media and now more important to have a means of communication that doesn't rely on a social platform

Solution

- Use your ticket platform to collect mobile numbers to send bulk texts to previous customers
- People who have bought before are easier to sell to
- 90% of people that receive a text open the message, compared to email which is around 40% to 60%

Here's we've done it, can copy

1. When setting up your event on your ticket platform, ask for their mobile number at checkout.
2. Export the customer information and save the details in an Excel sheet.
3. Sign up for an SMS marketing tool (we use Brevo).
4. Follow your platforms instructions to send out text messages

Example frameworks

Version A – Last Tickets / Urgency

Hurry! Last {{ TICKET_TYPE }} for {{ ARTIST/EVENT }} in {{ CITY }} {{ TIME_REFERENCE }}!
Almost sold out. Get yours before they're gone: {{ LINK }}

Version B – Personalised Artist Announcement

{{ contact.FIRSTNAME }}, {{ ARTIST_TAGLINE }} {{ ARTIST }} Live in {{ CITY }} for {{ EVENT_NAME }}! Happening {{ DATE }}. Get access: {{ LINK }}

Version C – Summer / Seasonal Promo

In {{ CITY }} this {{ SEASON }}? Catch {{ ARTIST }} LIVE on {{ DATE }}. Secure your spot before prices rise: {{ LINK }}

Version D – Final Tickets + Door Price

Final {{ TICKETS_LEFT }} tickets remain online for {{ EVENT_DAY }} at {{ VENUE }}. This event will sell out. £{{ DOOR_PRICE }} on the door. Get access: {{ LINK }}

Outro

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