

Promote Your Experiences with Facebook Events

Dec 30, 2024

We have reached the finish line in our Winter Marketing Series! We dedicated December to providing you with a plethora of marketing strategies to get customers off the couch and through your front door. First, we covered using third-party delivery services to introduce your offerings to new customers. After that, we provided content strategy for incorporating your talented staff into your digital footprint. Last week, we discussed a variety of event and promotional ideas to turn couch potatoes into patrons. But what good are your promotions and themed events if no one knows about them? This week, we're breaking down Facebook Events and their reach potential. Consumers need to know about your specials and promotions before they decide to visit!

As a restaurant owner, you know that attracting new customers and keeping your regulars from wandering off to the competition is key to your success. We can't have them thinking the other guy down the street is the best option in town! One secret weapon that many restaurants forget about is Facebook Events. Think of it as your digital megaphone, shouting to the local community, "Hey, we've got awesome stuff happening over here, and you're invited!" By creating and promoting [events like these](#), you can generate buzz faster than a chef can flip a pancake.

What Are Facebook Events?

Facebook Events allows you to create and promote events, ranging from special promotions and tastings to live music nights and community gatherings. It enables Facebook users to RSVP, share the event, invite their friends, and broadcast the event to their friends and followers. Here are some examples of experiences you can promote through Facebook Events:

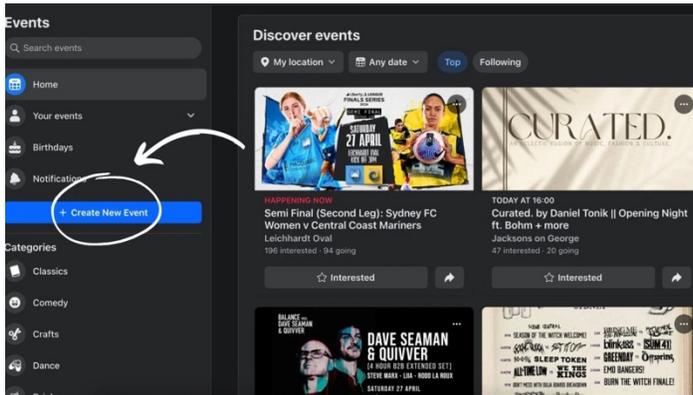
- **Special Promotions:** Happy hours, discount nights, or themed dinners like Taco Tuesday or Wings Wednesday.
- **Live Entertainment:** Music nights, trivia contests, mixology courses, or open mic events.
- **Cooking Classes:** Hands-on workshops or chef demonstrations.
- **Seasonal Celebrations:** [Holiday-themed events](#), such as a Valentine's Day dinner or St. Patrick's Day.

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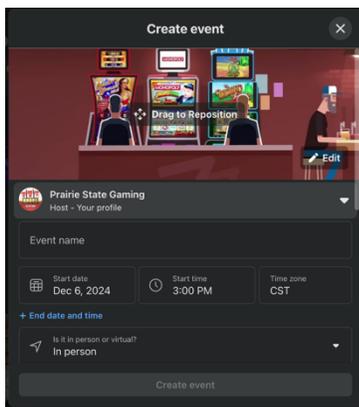
- **Community Events:** Partner with local charities for [fundraisers](#), [host ride events](#), community gatherings, sports viewing parties.

How Do I Create a Facebook Event?



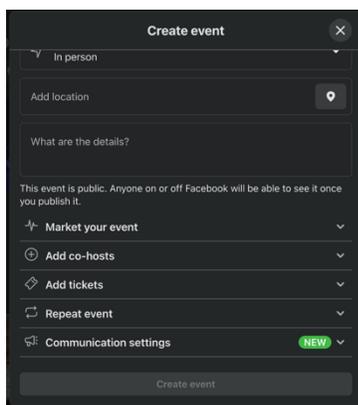
Creating a Facebook Event requires a few simple steps. Of course, ensure that you are logged into your business page on Facebook first. Once you are logged in, you will see the “Create New Event” button on the homepage. You will need to fill out all relevant details, add a photo (we previously covered creating custom, branded photos [here](#)

and [here](#)), and share with your audience. [Facebook Meta Business](#) offers a video tutorial on this, as well as all sorts of neat tools at your disposal. You can find their tutorial for Facebook Events [here](#).



Make Your Facebook Events Pop!

When crafting your Event descriptions, don't hold back; give them the whole saga! If they wanted a mystery, they'd read a novel. Utilizing Facebook Events effectively could catapult your business visibility and event attendance into the stratosphere—or at least into the next neighborhood over. By implementing these engaging promotional strategies and following best practices, you can foster a vibrant community around your establishment, making it the talk of the town—right up until the next viral cat video comes along.



1. **Compelling Event Title:**
 - Use clear and catchy titles that describe the event.
2. **Detailed Description:**
 - Provide all necessary information (date, time, location, details).
 - Include any costs and special offers.
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3. High-Quality Images:

- Use attractive visuals that reflect the event's theme. Take a look at [The Local Bar's](#) Facebook photos promoting their events. They do a fantastic job of engaging their audience!

4. Promote Early and Often:

- Create the event well in advance and promote it regularly leading up to the date. Use reminders and countdowns to keep it top of mind.

5. Engage with Your Audience:

- Encourage RSVPs and respond to comments or questions.
- Share reminders as the event date approaches.

6. Utilize Facebook Ads:

- Promote your event through targeted ads to reach a wider audience. We will cover Facebook Ads in a future post.

7. Post-Event Follow-Up:

- Share photos or highlights after the event to maintain engagement and promote future events.

Case Studies

1. [Revolution Brewing](#)

- **Event Type:** Beer Release Parties
- **Overview:** Revolution Brewing frequently hosts special release parties for new beers, often featuring live music and food pairings.
- **Strategy:** They promoted these events through Facebook Events, utilizing eye-catching graphics and detailed descriptions of the beer offerings and food pairings.
- **Results:** These events often sell out quickly, demonstrating effective engagement with their audience. Increased attendance at these events also boosted overall sales and brand loyalty.

2. [The Lincoln Lodge](#)

- **Event Type:** Comedy Shows
- **Overview:** The Lincoln Lodge is a comedy venue that hosts regular shows featuring both established and emerging comedians.
- **Strategy:** They create Facebook Events for each show, promoting the lineup and sharing clips of the comedians. They also encourage audience engagement by inviting attendees to share the event.
- **Results:** This approach has helped them build a dedicated following, leading to sold-out shows and increased ticket sales. Their effective use of social media has expanded their reach beyond local audiences.

3. The Aviary

- **Event Type:** Exclusive Tasting Events
- **Overview:** The Aviary, a high-end cocktail bar, hosts exclusive tasting events for new menus or unique cocktails.
- **Strategy:** They promote these events through Facebook, highlighting the exclusivity and unique experiences offered. Engaging visuals and limited availability create urgency.
- **Results:** The events often sell out quickly, demonstrating strong demand. The buzz generated on social media also enhances the bar's reputation as a premier cocktail destination.

These case studies illustrate how effective Facebook Events can be for promoting unique offerings and engaging the community. It's important that you invest some time into creating your own branded content for Facebook Events as well as promotional material leading up to any events you are hosting. Remember, Facebook users have become masters of the swipe, expertly dodging anything that even remotely resembles an ad, so [proprietary content that jumps out and grabs attention](#) will play a prominent role in your success.

Now that you're caught up on the pro tips around Facebook Events, it's time to put your Winter Marketing Plan into action. Of course, you'll need to research the topics we've covered this month to see which options will work best. Here's a quick recap of everything we've covered this month:

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- [Third Party Delivery Services](#)
- [Incorporating Your In-House Staff into Your Social Media Content](#)
- [Event Ideas to Increase Traffic During the Winter](#)
- **Facebook Events to Boost Attendance**

Think of this marketing plan as the ultimate dating profile for your business: the more entertainment, content, and information you provide, the less likely someone will ghost you. By crafting compelling events and offerings, you'll make it ridiculously easy for people to say, "Yes, I want to be there!" Mastering this plan could catapult your business visibility into the stratosphere, attracting attendees like moths to a flame—or perhaps more accurately, like partygoers to a fun time. So, get those creative juices flowing and prepare to build a community around your establishment that's as vibrant as a disco ball at a 70s dance-off!

Prairie State Gaming

prariestategaming.com

Some restrictions apply. Must be 21 to play or redeem offers. Promotional rules available on request. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537) or text "GAMB" to 833234. Individuals can enroll in the IGB Self-Exclusion Program at all of the IGB offices located at all casinos. Additional information can be found at igb.illinois.gov/help-for-problem-gamblers