



Social media marketing

Sell more tickets with these hints and tips.

Brought to you by One Tree Software

Facebook

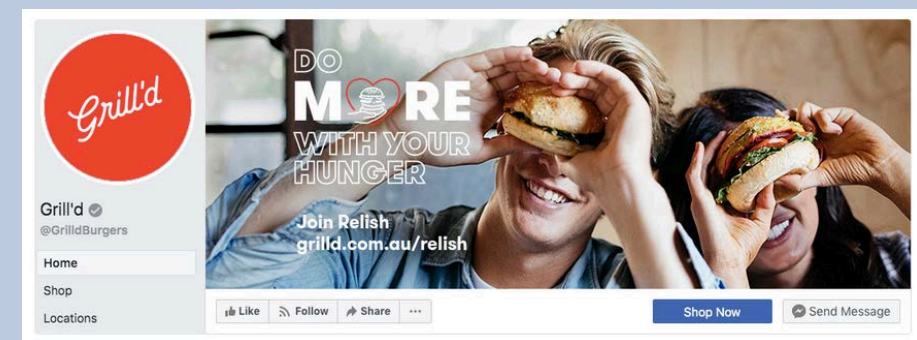
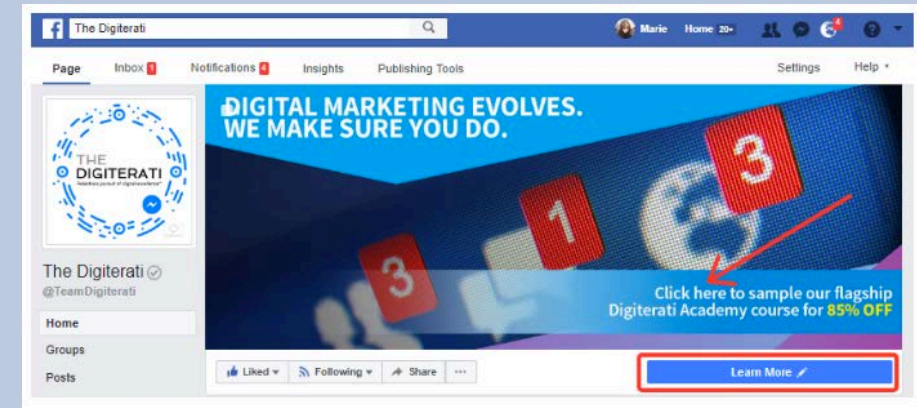
- Facebook is the UK's dominant social platform by membership.
- 78% of UK internet users are on Facebook.
- The highest traffic occurs between 1pm and 3pm and on Fridays.
- The average visit length is 20 minutes.

UK internet users



Optimise your cover photo

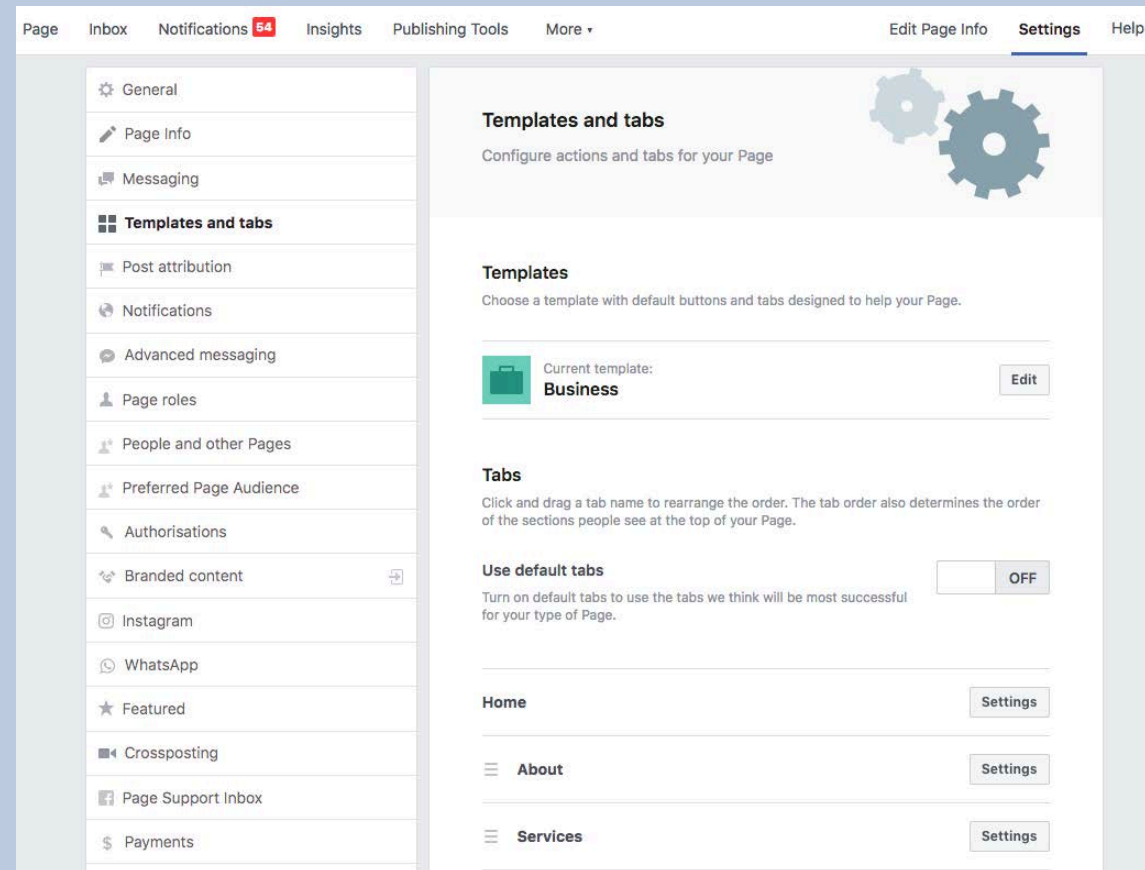
- Add a call to action.
- Create a few different cover photos for different seasons/events.
- Make sure to link back to the specific events page on your website to keep the customer journey smooth.



820px x 312px for PC view
640px x 360px for mobile view

Optimise your profile

As an admin for your business page, you can select 'Settings' at the top of your page and customise how it comes across to viewers.



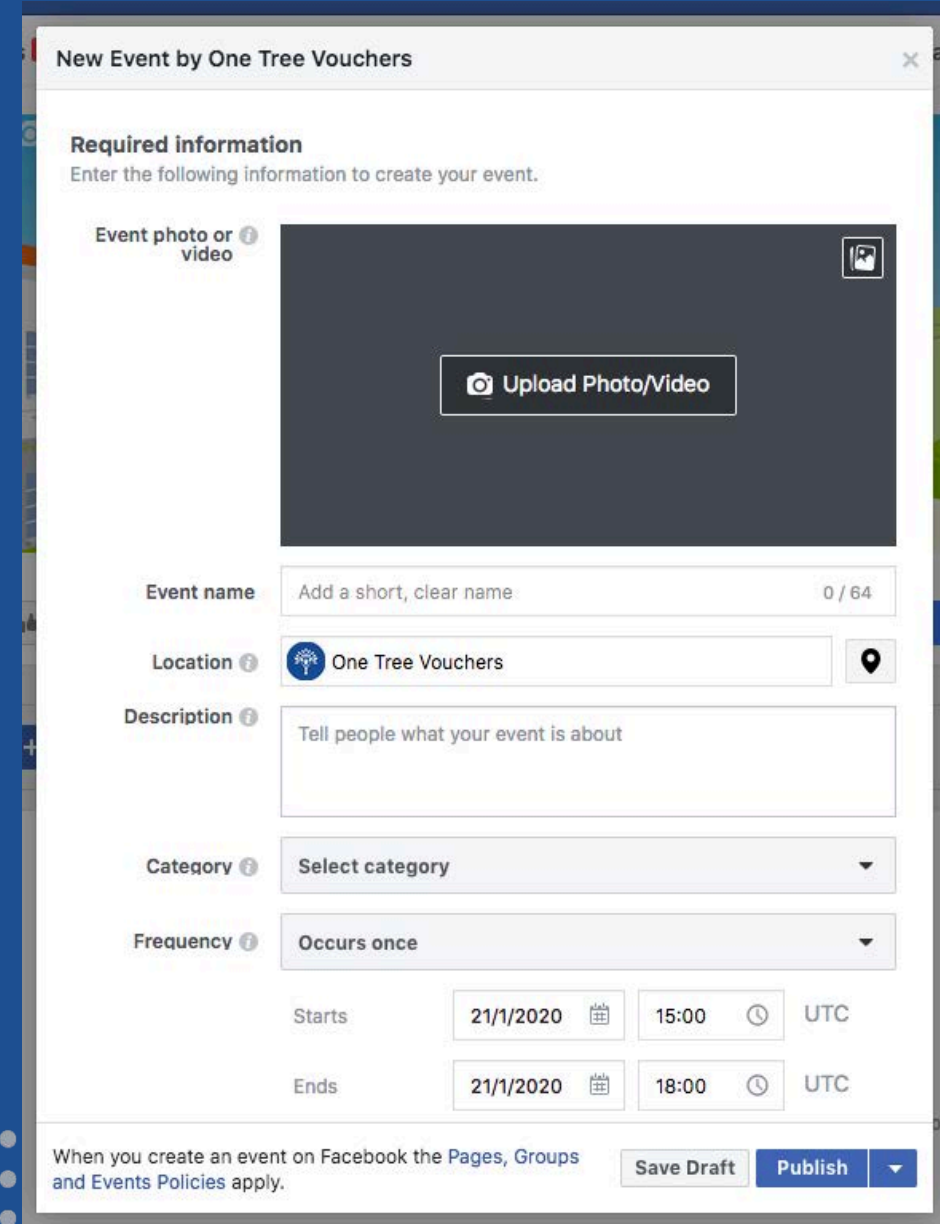
Facebook's templates are designed for specific industries. They organise your content in helpful ways.

You can also rearrange the order of tabs that appear at the left-hand side. This allows you to prioritise the content that you want potential customers to see first.



Facebook Events

- Facebook provides an events facility which is useful to promote your tickets.
- Remember to enter the 'Ticket URL' directing potential customers back to your events page.
- Choose whether you can be asked questions via Messenger and if you would like to display a list of interested guests.



The screenshot shows the 'New Event by One Tree Vouchers' form. It includes a 'Required information' section with a sub-header 'Event photo or video' and a large dark area with an 'Upload Photo/Video' button. Below this are fields for 'Event name' (with a character count of 0/64), 'Location' (set to 'One Tree Vouchers'), 'Description' (with the placeholder text 'Tell people what your event is about'), 'Category' (set to 'Select category'), and 'Frequency' (set to 'Occurs once'). At the bottom, there are date and time pickers for 'Starts' (21/1/2020, 15:00 UTC) and 'Ends' (21/1/2020, 18:00 UTC). The footer contains a disclaimer and 'Save Draft' and 'Publish' buttons.

New Event by One Tree Vouchers

Required information
Enter the following information to create your event.

Event photo or video

Upload Photo/Video

Event name Add a short, clear name 0 / 64

Location One Tree Vouchers

Description Tell people what your event is about

Category Select category

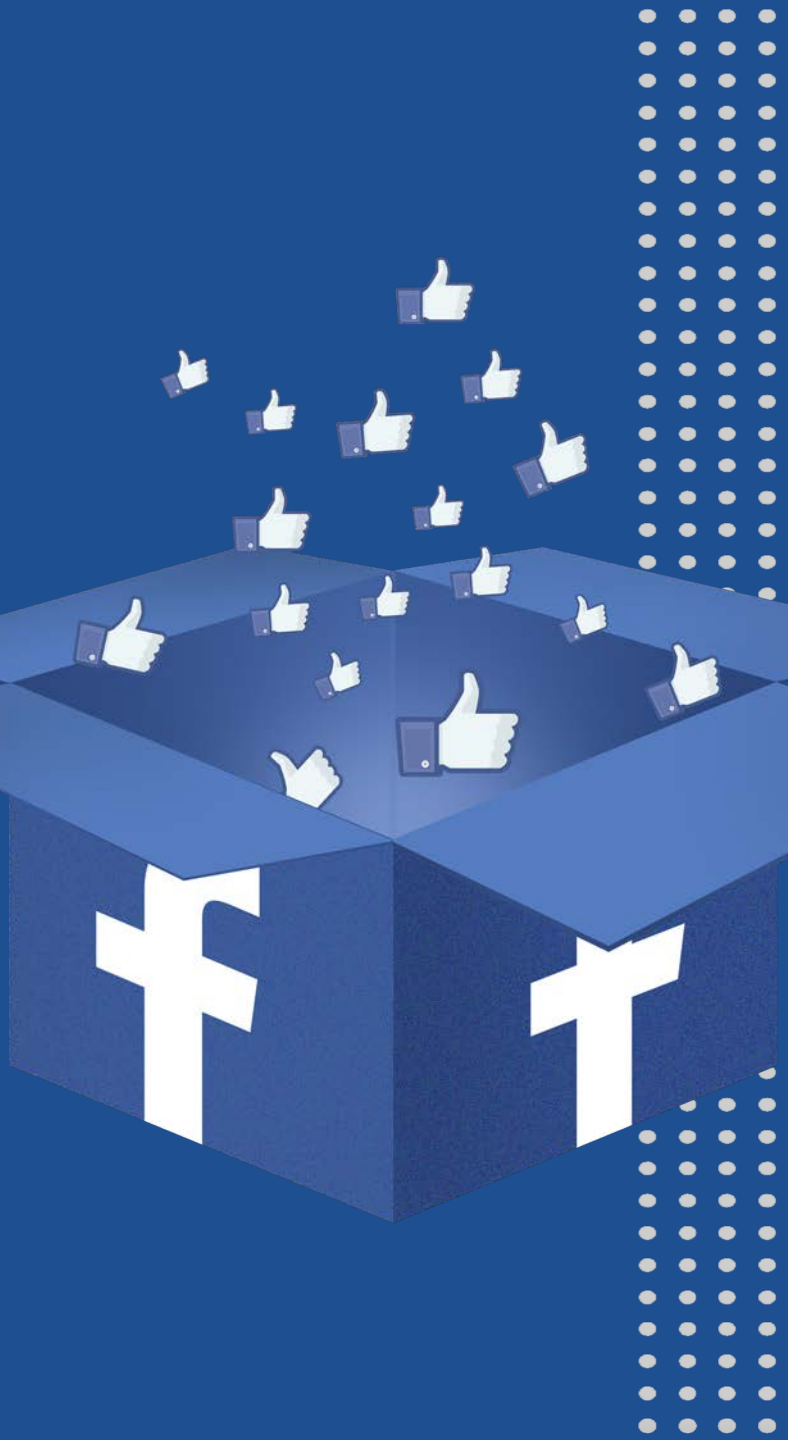
Frequency Occurs once

Starts 21/1/2020 15:00 UTC

Ends 21/1/2020 18:00 UTC

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft Publish

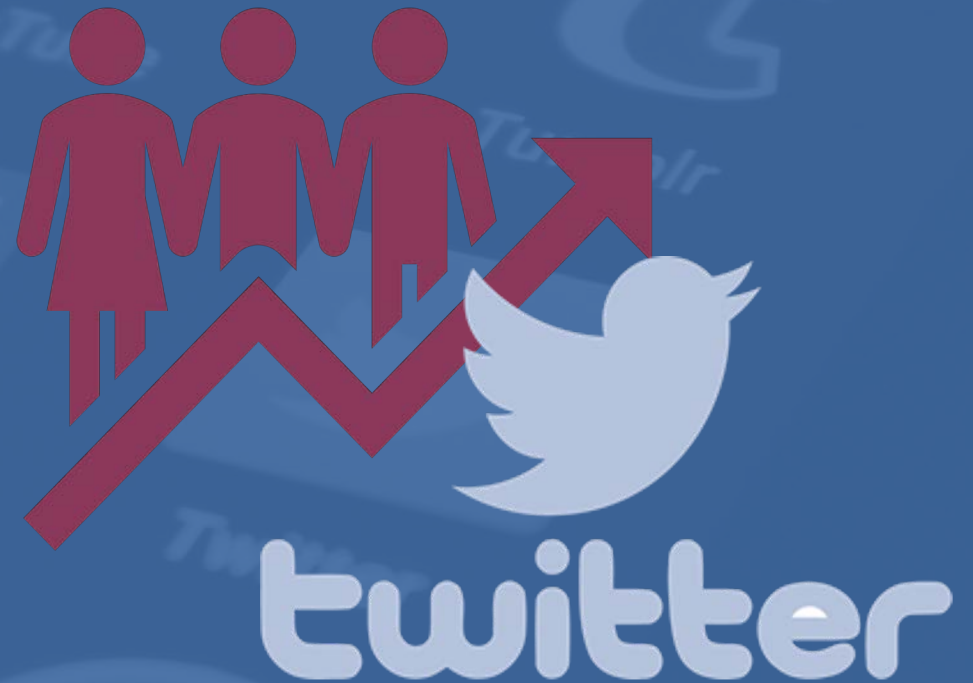


Never underestimate imagery

- The average engagement on a text-based Facebook post is 3.8%. It is 5.5% for a post that contains an image and 6.9% for a post that contains a video.
- Vary your content and tailor it to your target audience. Remember the Baader-Meinhoff effect (when you see something once and then it seems to appear everywhere).
- Use your brand colours so that visitors associate the exciting imagery with your venue.

Twitter

- There are 13 million Twitter users in the UK, most of which are 'affluent millennials' between 18 and 29 years old.
- Even though this platform is used the least by the hospitality industry, its key age demographic searches for activities and subscribes to the 'self care' and 'treat yourself' movements. Worth a post or two!
- Word spreads fast on Twitter so retweets are the goal.

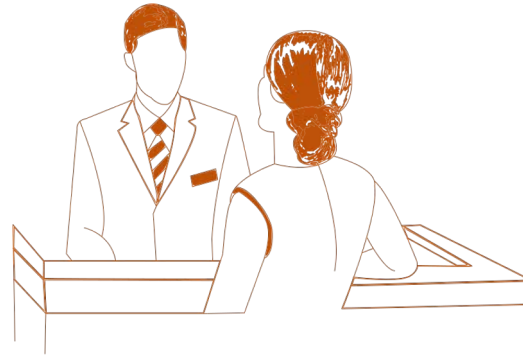


Choose carefully...



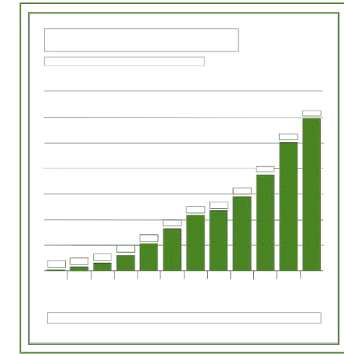
Pick your times

The most successful time to tweet is between 3pm and 5pm on weekdays. Consider commuter times, lunchtime and 8pm-9pm in the evening.



Pick your words

Use keywords as hashtags. It is good practice to use three. Make sure image names are SEO optimised.



Compare results

Compare the success of your tweets using Twitter Analytics. Use this to inform further posting.

Consider a scheduler

- Tools like Hootsuite and Buffer allow you to create posts and schedule them into an easy-to-use calendar. (You can also schedule posts for free on Facebook.)
- Organise effective event campaigns by scheduling lots of posts in advance.
- Compare the costs and prioritise.
- Make use of the One Tree launch plan schedule.



HootsuiteTM



Instagram

- 42% of the UK's population uses Instagram. 80% of Instagram users follow at least one business or brand.
- Instagram has the highest rate of engagement of any social media platform. Remember to put a relevant link in your bio (e.g. your latest event).
- Users span all income brackets.



Filter your content, reflect your brand



All 15 Instagram filters

1

Give a great first impression.

This might be a customer's introduction to you.

2

Keep filters consistent.

Choose two or three that match your brand.

3

Use frequent calls to action.

Give them a clear direction (e.g. events page).

4

Post regularly.

Create templates to work from if you need to.



Make the most of Instagram Stories

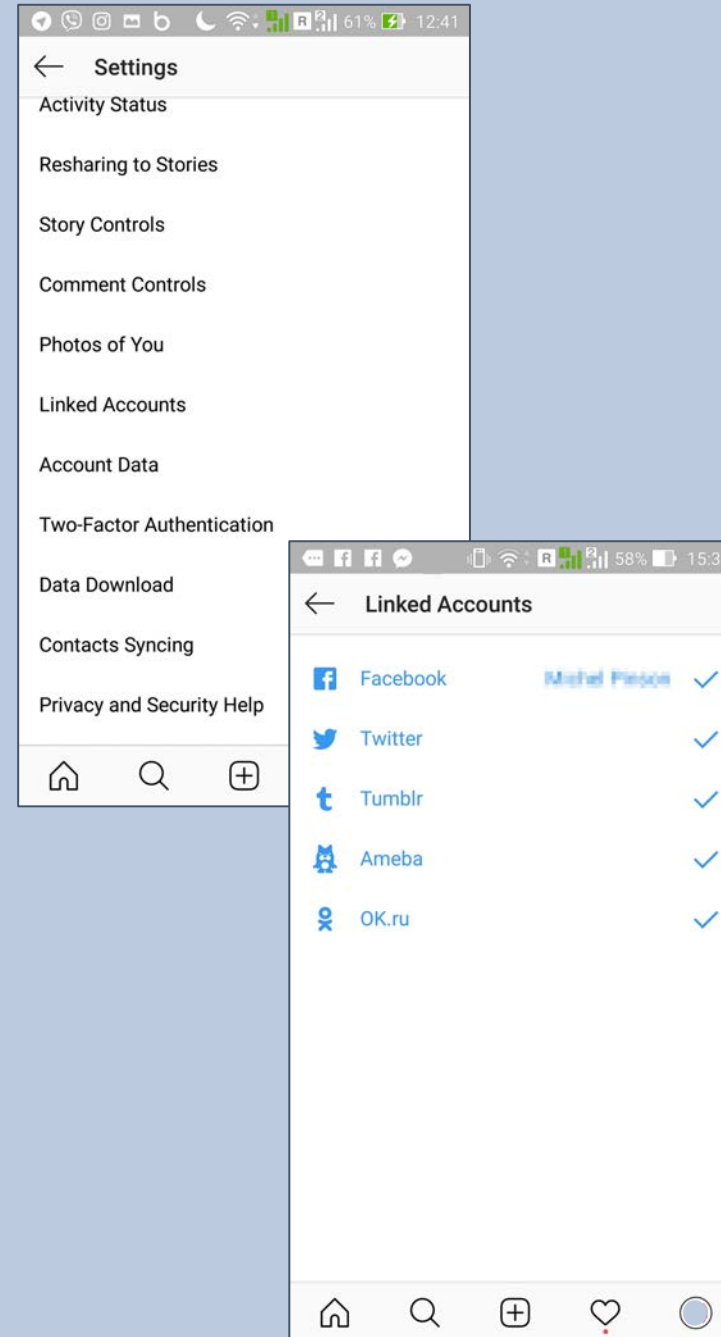
Stories appeal to a consumer base that desires authentic, less polished imagery and a more personal feel.

Multiple posts are encouraged and content disappears after 24 hours so it's a great way to test out campaign ideas.

Instagram tells you how many people view your story so you can easily track engagement at different times of the day.

Post to multiple accounts at the same time

- Save time by sending the same post out to all of your social media platforms.
- Remember the differing audiences and Twitter's 280-character limit.
- Instagram → Settings → Account → Linked Accounts → choose accounts to link with.



Any questions?

Get in touch if you have any questions
or if you would like us to add your
images or logos to one of our existing
posts or templates.

marketing@one-tree.net

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