

Blancminge

The power of event marketing

Remember to take full advantage of current events when promoting your ebook.

Event-led marketing is all about associating your product with an event to boost sales. Here are a few examples to set you off on the right track:

Carry out event led gardening ebook marketing:

- in spring or at easter
- around the time of the Chelsea Flower Show and other national / international gardening events
- focusing on local events like open gardens and RHS fetes

Create marketing ebook promotions to tie in with:

- the start of the new financial year
- local business networking events
- relevant TV series launches
- stories and news in the media

When your products and services make great gifts, promote them with a focus on:

- Christmas
- Easter
- Mothers' Day
- Fathers' Day
- Valentine's day
- Your website's borthday... etc

Here's six ways to make your event marketing work hard:

- press releases - to a free PR distribution site / local papers
- letters to the Editor - targeted online and offline publications
- listings in multiple classifieds websites like Friday Ad, Gumtree and Vivastreet
- articles
- blog posts
- newsletters

TIP: Always include a link to your website!

