

Finding Profit in Educational Events

How What You Are Already Doing Can Make You Money

What Are Our Most Underrated Traffic Sources?



Our Most Underrated Traffic Sources

**SURVEY
SAYS!**

Our Most Underrated Traffic Sources

- Recitals



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- Master Classes



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- Print Music Reading Clinics



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- Clinics or Workshops with Guest Clinicians



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- Community or Industry Meetings



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- Clinics or Workshops with Guest Clinicians
- Community or Industry Meetings
- **Movie Night at Your Store**



Ok, They're Here.
Now What?



Marketing With Educational Events

Every Event is an Opportunity to Promote Your Products and Services

- E-Programs or PowerPoint Templates
 - Include your company logo, specials and a special coupon for future visits.

Marketing with Educational Events

Leverage Your Events to Promote Sales

Online Concert Programs



- E-Programs or PowerPoint Templates
 - Include your company logo, specials and a special coupon for future visits.
- **Create a Photo Op!**
 - Make the area behind your stage a logo wall so all those recital photos become ads for your store!

Marketing with Educational Events

Leverage Your Events to Promote Sales



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- **Create a Photo Op!**
 - Make the area behind your stage a logo wall so all those recital photos become ads for your store!
 - Setup an “air band” area where people can take “action photos” with their favorite instruments!

Marketing with Educational Events

Leverage Your Events to Promote Sales



- **Create a Holiday Display**
 - Create an inviting area where your students and their families can take holiday photos – with your store in the background!

Marketing with Educational Events

Leverage Your Events to Promote Sales



- **Create a Holiday Display**
 - Create an inviting area where your students and their families can take holiday photos – with your store in the background!
 - Invite your families to post their photos to your social media sites and tag themselves so you can give them a \$5 Holiday gift certificate!

Marketing with Educational Events

Leverage Your Events to Promote Sales



Vimeo

Skype



Chrome



Vine



LinkedIn



Google



Instagram



Pinterest



Twitter



YouTube



- **Create a Video Pre-Roll**
 - “Open the doors” to your event 30-minutes early and provide a video entertainment loop.

Marketing with Outreach Events

Leverage Your Events to Promote Sales

- **Create a Video Pre-Roll**
 - “Open the doors” to your event 30-minutes early and provide a video entertainment loop.
 - Make your content 15 minutes long so it loops twice in 30 minutes.

Marketing with Outreach Events

Leverage Your Events to Promote Sales

- **Create a Video Pre-Roll**
 - “Open the doors” to your event 30-minutes early and provide a video entertainment loop.
 - Make your content 15 minutes long so it loops twice in 30 minutes.
 - Mix your message or product demo videos in with trivia questions, video clips of your favorite performances and/or relevant clips of past events.

Marketing with Outreach Events

Leverage Your Events to Promote Sales

Trivia



Merchandising 4 Educational Events

Create an Environment Your Visitors Just HATE to Leave

- **Make Your Event Space Comfortable**
 - Keep your event space clean and bright – think of it like a hotel conference room.

Merchandising 4 Educational Events

Create an Space People HATE to Leave



- **Make Your Event Space Comfortable**

- Keep your event space clean and bright – think of it like a hotel conference room.
- Comfortable chairs matter. Make sure your chairs aren't butt killers.

Merchandising 4 Educational Events

Create an Space People HATE to Leave



- **Make Your Event Space Comfortable**

- Keep your event space clean and bright – think of it like a hotel conference room.
- Comfortable chairs matter. Make sure your chairs aren't butt killers.
- Make sure your event space is free of boxes and debris. If people perceive that you consider their event important, they will be more grateful and more willing to buy from you.

Merchandising 4 Educational Events

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- Snacks keep folks in your store.

Merchandising 4 Educational Events

Create an Space People HATE to Leave



- **Test Your Equipment in Advance**
 - Confirm that everything is working as planned.
 - Make sure instruments are properly tuned and/or adjusted.

Merchandising 4 Educational Events

Create an Space People HATE to Leave



- Setup Displays Around Your Event Space That Appeal to Your Visitors
 - Include an entertaining video loop that people can watch while they snack.

Merchandising 4 Educational Events

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 - Include an entertaining video loop that people can watch while they snack.
 - Show off a new product!

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 - Showcase high-profit accessories.

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 - Offer something different every time.

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- Show off a new product!
- Showcase high-profit accessories.
- Offer something different every time.
- Make the displays interactive.
Encourage people to try things!

Merchandising 4 Educational Events

Create an Space People HATE to Leave



Selling at Educational Events

It Never Hurts to Ask for the Sale

- **Get Your Staff Ready to Engage**
 - They are the key to keeping people in your store after the event. They also drive attention to your key products.
 - Make sure they are focused, enthusiastic and ready to *create demand*.

Selling at Educational Events

Fortune favors the bold.



- **Welcome Your Visitors *Personally***
 - Have your company President, Owner or Sales Leader on-hand to greet the folks coming in. This indicates regard.

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 - Highlight one or two current specials.

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 - Ask for social media engagement and email list subscription.

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 - Ask for social media engagement and email list subscription.
 - Keep the presentation short – no longer than a YouTube Video (4-6 min)

Selling at Educational Events

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Offer “Day Only” Discounts

Here’s a special discount just for you as a “thank you” for visiting us today.



“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

- Thomas Edison



Thank You for Attending!

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