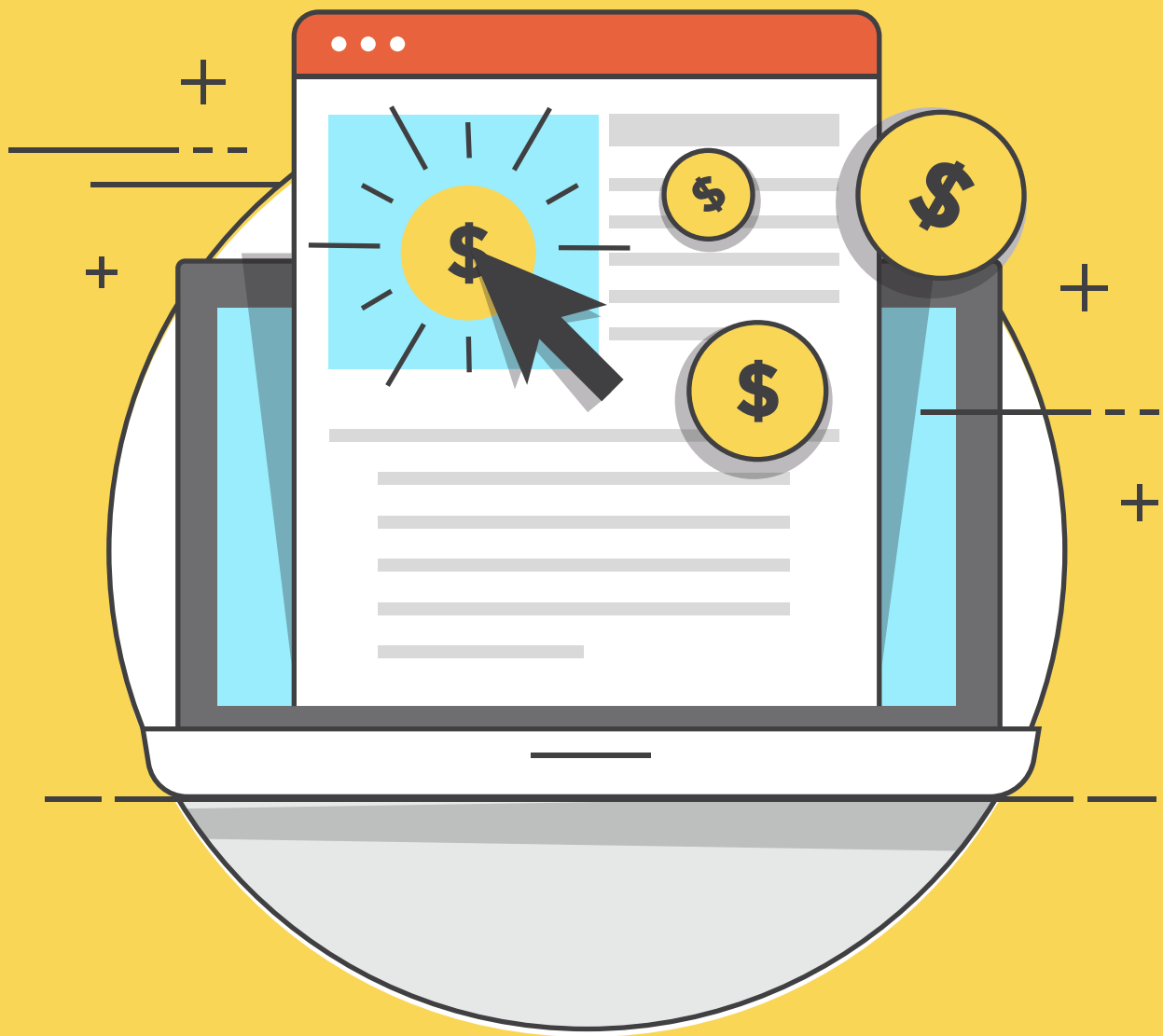


The Best Times to Promote Your Events



WellAttended

A Better Way to Sell Tickets Online

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wellattended.com

Who Are We?

William Rader

Hi, I'm William Rader, the Founder of WellAttended. For the past decade, I've been a professional magician working with clients such as Prudential, MassMutual, Craftsby, and Copyblogger. I also have monthly performances of my one man show in theatres, restaurants, and social clubs.

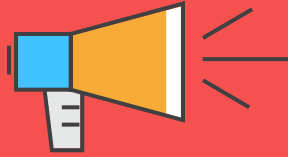


I produce, promote, and sell tickets to all of my productions. After trying many different box office and online ticketing solutions, I couldn't find one that was easy to use and that had the features I needed to succeed. So, I started a box office management solution called WellAttended.

We work one-on-one with clients such as theatres, fundraisers, variety entertainers to improve their marketing strategies and to help them sell more tickets to their events.

Miki Imura

This study was conducted by Miki Imura who has a Ph.D. in Social Psychology with an emphasis on statistics from the University of Oklahoma. She leverages her expertise in behavioral science research and statistics and apply them to areas such as consumer insights, market research, branding, and educational research.



Introduction

WellAttended is an easy way to manage your box office and sell more tickets to your events. Our clients often ask when they should start selling tickets online and when the best times are to start promoting their events. Since we have processed thousands of orders, we decided to run a study to back up our advice with facts.

About this Study

We conducted this study from our clients' past ticket sales to better understand customer buying habits. We asked these two questions:

1. How many days prior to an event do people buy tickets?
2. What times do people buy tickets?

Our goal is to help you improve your marketing strategies and to teach you how to more effectively use online ticketing.

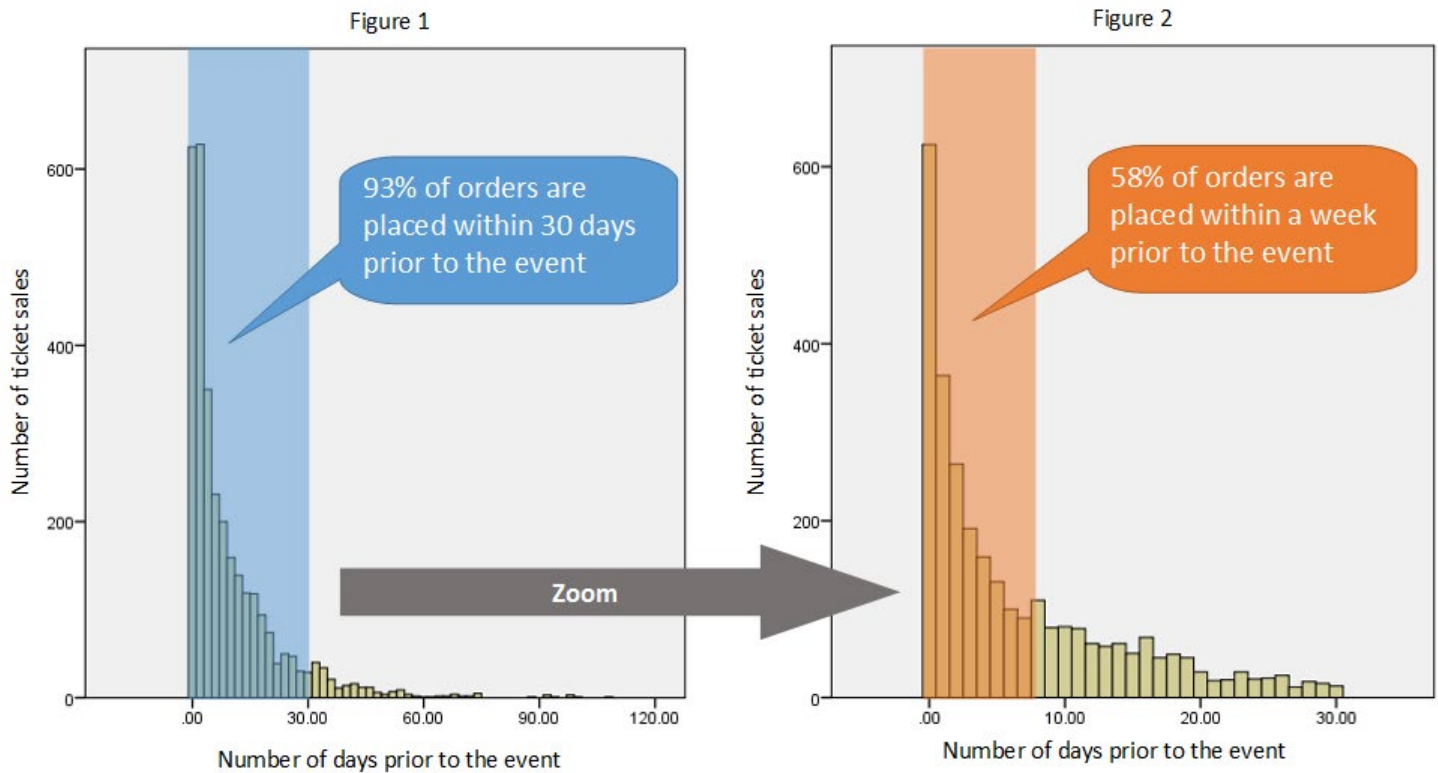
The Data

Within the past year, a total of 3,456 orders were processed by WellAttended and were considered for the data analysis. Since the research questions regard online ticket sales, we excluded cash sales, comp tickets, and sales for events that had not been held as of July 1, 2016 (the date of the analysis). This left 3,164 orders in the analyses.



How Many Days Before an Event Do People Buy Tickets?

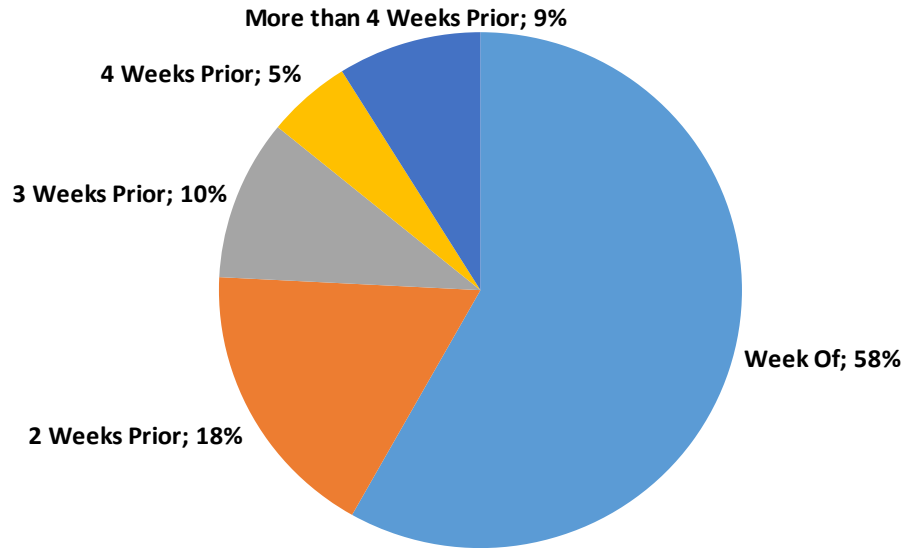
See the bar graphs below. These illustrate how many days prior to an event (x-axis) people bought tickets. “0 number of days prior to the event” means the day of the event.



As figure 1 clearly shows, a majority of ticket buyers purchased tickets about a month before the event. Precisely, 93% of ticket sales happened within 30 days prior to the event.

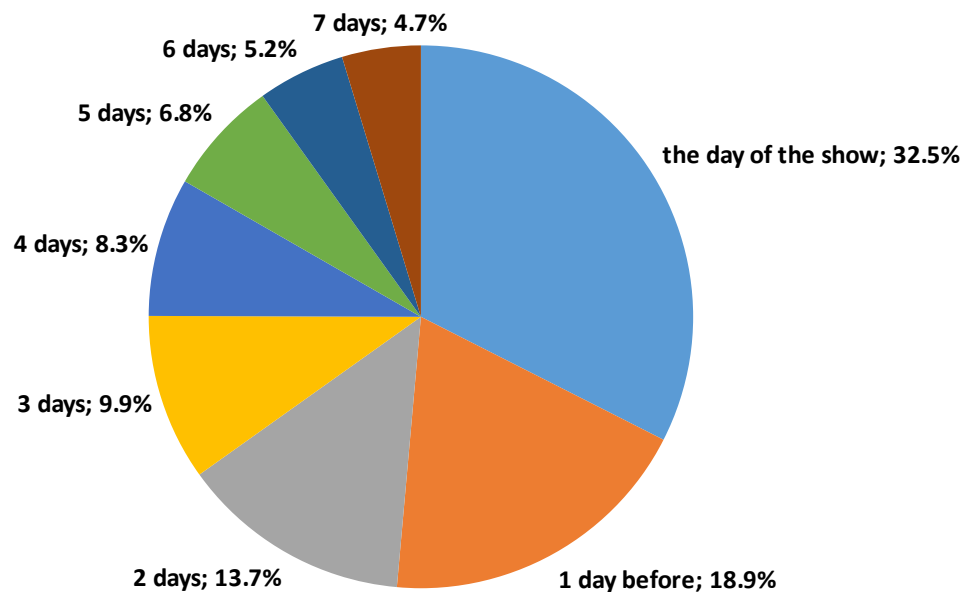
Furthermore, when we examine the 30-day window more closely, 58% of the entire ticket sales happened within a week prior to the event (figure 2). These graphs advise that you should set up online ticketing and start selling at least 30 days prior to the event, but you should expect the majority of sales to happen within a week prior.

How Many Weeks Ahead Do People Buy Tickets?



The above chart breaks down the exact amount of ticket sales per week. As you can see, 58% of sales happened the week of the event and 86% of all sales happened 3 weeks before the start of an event.

How Many Days Prior Do People Buy Tickets (a Week Prior)?



When we examine the week prior to the event, 32.5% of people buy on the day of the event, followed by 18.9% on the day before. Thus, among those who buy tickets a week prior to the event, over half of them buy on the day of the event or 1 day prior. These buyers account for 31% of the entire ticket buyers for an event (not limited to a week prior).

Takeaway

People slowly start purchasing tickets a month before an event, but the big wave comes a week prior with a jump of sales the day before an event. Here are three ways that you can use this information to sell more tickets.

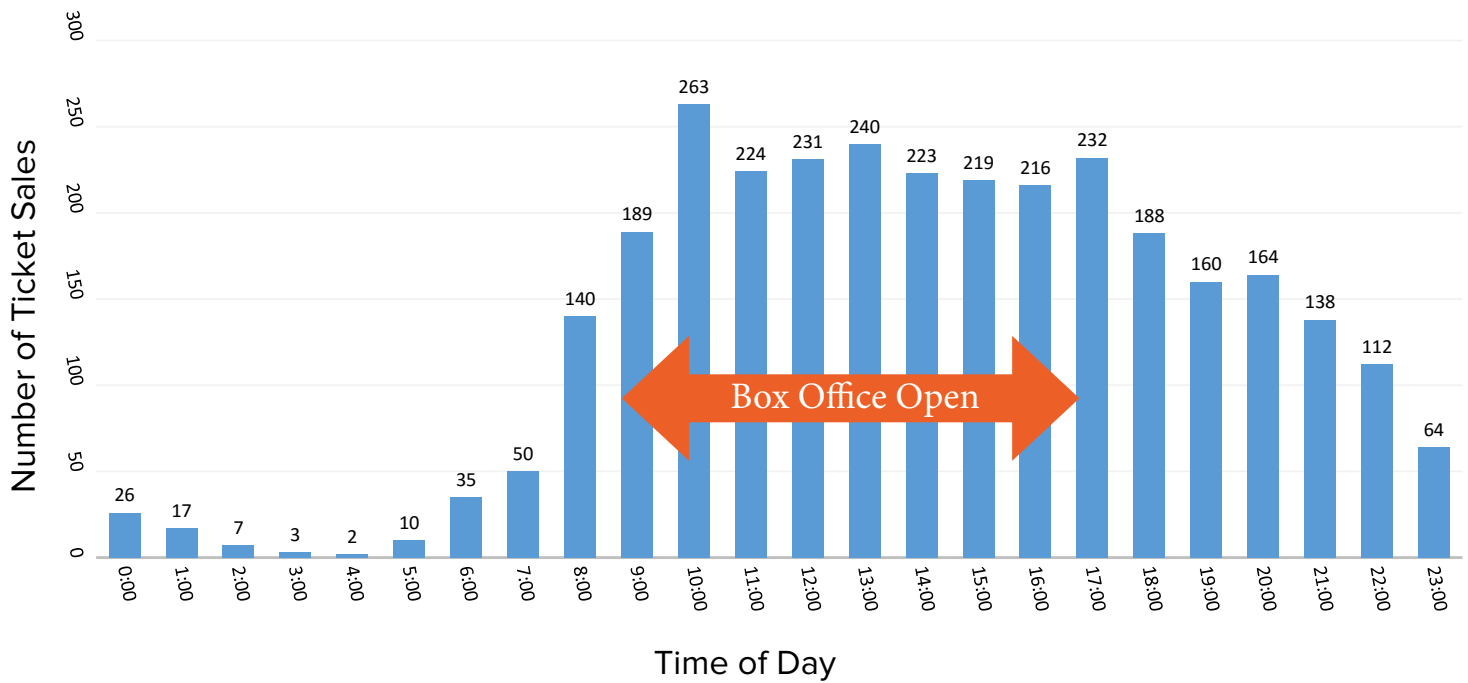
- Start selling tickets online at least a month ahead of an event (preferably, 1.5 months ahead to get as many sales as possible).
- 10 days prior to the event, ramp up your marketing to meet the 7-day rush.
- 3 days prior to your event, increase your marketing once again for a final push to last minute buyers.



What Times Do People Buy Tickets?

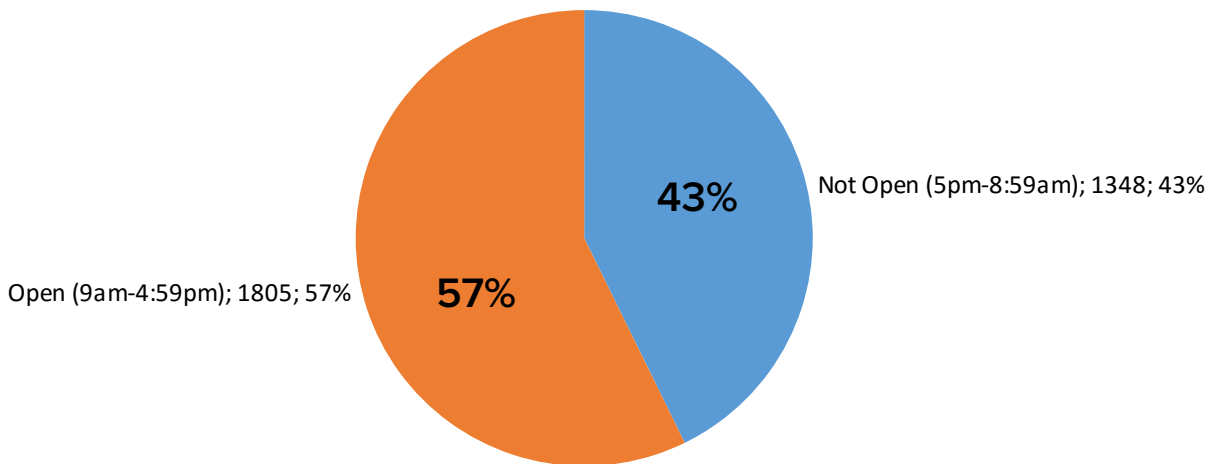
One of the biggest advantages of using an online box office is that buyers can purchase tickets at any time. When we examined the 3,164 orders, many people made purchases when traditional box offices are open, but there were also quite a lot of purchases when they are closed.

The graph below shows the number of orders that were placed per hour. For example, 10:00am - 10:59am was the busiest time with 263 orders and 1:00pm - 1:59pm came in second with 240 orders. The worst time for sales was 4:00am - 4:59am with only 2 orders.



To be exact, 57% of ticket sales happened during traditional box office hours (we defined it as 9am-4:59pm) and 43% of ticket sales happened when the box office was closed.

How Many Tickets are Sold While the Box Office is Open?



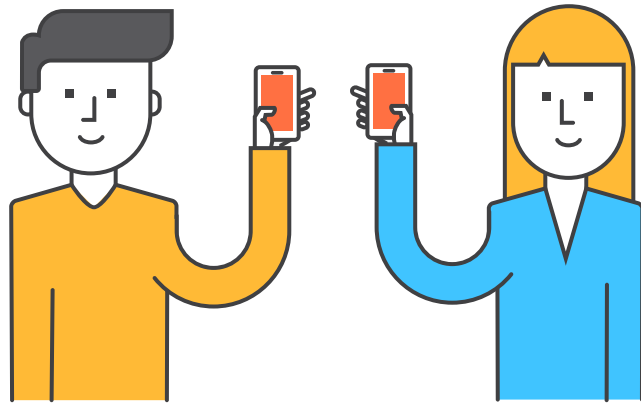
The added ease of purchasing tickets online also helps sell more tickets. Buyers don't have to call or drive to the box office, stand in line, and aren't restricted to paying with cash.

Takeaway

If you aren't using an online box office, you may be losing at least 43% of sales. Given the ease of purchasing online, that loss can easily be more. Here's how to use this information to increase your sales:

- The most amount of orders are placed between 10:00am and 6:00pm.
- Have someone available in your box office to answer questions until 6:00pm.
- People buy when it's most convenient for them. Put a system in place that makes it easy for your audience to buy based on their schedule.

Putting It All Together



Knowing when people buy tickets is vital to the success of your events. Make sure you read (and reread) this book several times so that you can fully develop a marketing strategy around buying habits.

And your next move, of course, is to start promoting your events and tracking your sales! We will be happy to work with you to provide sales data. Every event is slightly different and it's important to know when your audience is making purchases so that you can customize your marketing.

If you need help with marketing, download our free ebook on how to build an online following to increase ticket sales. [Click here.](#)

If you are looking for a simple way to sell tickets online, sign up for WellAttended. We'd love to work with you! :-)

[Click Here to Sign up for WellAttended.](#)