

How to Build an Online Following to Increase Ticket Sales



WellAttended

A Better Way to Sell Tickets Online

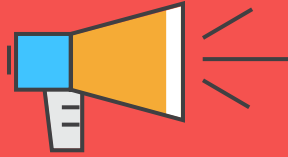
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Manage your box office and sell tickets with WellAttended

wellattended.com



Introduction

See if this sounds familiar...

The first three shows that I produced were quite a learning experience. My goal was to produce a variety show that took place over three weekends. I didn't have a newsletter and I had zero followers on social media.

To promote the shows, I took the traditional route of emailing press releases, handing out flyers, and hanging posters around town. It was a lot of work!

At the time, I wasn't using anything to manage my box office and I wasn't selling tickets online. I took reservations by phone, but I had no way to guarantee that people would actually show up.

On the night of the last show, I had a lot of phone reservations and thought the show was sold out. So, people without reservations were at the door wanting to buy tickets. I was afraid to over sell the show, so I turned people away. Of course, not all of the reservations showed; and we had empty seats. Frustrating!

This series of shows made me realize that I needed an easier way to sell tickets, manage my box office, and follow up with patrons.

Over the next few chapters, you will learn the system that I've developed to quickly build an online following and keep them engaged. This doesn't replace traditional marketing; instead, it helps boost it. I have used this system to help hundreds of clients sell more tickets to their events.

The real question is: Can you do the same?

Can you get hundreds of people to attend your events? Can you sell out and be the talk of your community?

Yes, you can.

Even if you don't have years of marketing experience.

Even if you've never produced an event.

And even if you're pressed for time.

There is a proven system for building an online following. A system that helps you sell more tickets to your events – anytime you want.

And it's exactly what I have for you in this book.



How I Know This Works

A few years ago, I could hardly get anyone to attend my shows. I was happy to get 20 people to attend and pay for a \$10 ticket. Over the years, I kept producing and promoting shows and found the best system to build an online following to sell more tickets. Steadily, my attendees and ticket prices started to increase.

Today, I have helped event producers across the country implement this same system for their events. In fact, in the past three years, I've helped our clients sell over \$800,000 worth of tickets.

Will your first event be sold out overnight?

Let's be realistic; probably not. Can you have a successful event and build it up from there?

Absolutely!

I'm going to reveal some of the best strategies I've learned over the past decade of selling tickets and working with event producers.

You no longer have to figure it out on your own. You don't have to waste any more time using marketing channels that simply don't work. This guide will show you the best way to spend your time and resources. Building an online following is the number one way to help you sell more tickets, increase revenue, and be successful.

Who Am I?

Hi, I'm William Rader, the Founder of WellAttended. For the past decade, I've been a professional magician working with clients such as Agilent, Prudential, MassMutual, Craftsy, 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.

WellAttended works with clients to improve their marketing strategies, increase ticket sales, and make more money.

In this guide, I'm teaching you exactly how to do it - without spending the years of trial and error or making countless mistakes like I did.

You'll learn the exact system that I use with our clients to grow their businesses.

In This Guide You'll Learn



The Essentials to Make an Awesome Website



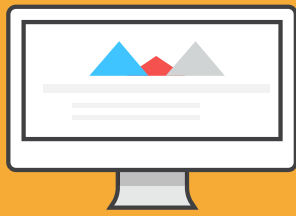
How to Build a Following with Newsletters and Social Media



How to Write Compelling Content and Use Images



How to Use Your Box Office to Build Repeat Patrons



Make Your Website Awesome

A website is the foundation for your online presence. Your site reflects the quality of your events and your audience will form an opinion of you before your show ever starts. If your website looks like it was designed by an amateur, what will people think of your events? If you don't know how or don't have the time to build a site, hire a professional. It's worth the investment.

Make sure your site meets these three requirements:

1. Responsive Design - So it looks great on desktops, laptops, and phones.
2. Has a Blog - This will allow you to write about your events and helps your website be first in search engine results.
3. Easy to Update - Whether you build a site yourself or hire a professional, make sure you can easily update the content.

If you decide to build the site, there are many resources that simplify the process. Companies such as [Squarespace](#), [Wix](#), and [Weebly](#) make web design easy. If you go this route, use the paid versions of the software. Unpaid versions are often loaded with advertisements which look unprofessional.

[Wordpress](#) is another excellent option. It fits all of the above criteria and is usually less expensive. It's also easy to find developers that design sites on Wordpress. I use Wordpress for my personal site and we use it for WellAttended's homepage.

When using Wordpress, buy a premium theme from a place like

[ThemeForest](#) or [Creative Market](#). I have worked with countless themes and have found the [X Theme](#) to be the best. It's easy to use and has a lot of options to make your site stand out.

If you don't want to go to the trouble of creating a website or want a website dedicated to selling tickets, you can use WellAttended. We provide a simple, customizable layout that features your organization and your events. [Click here to see a demo.](#)

Tools to Grow Website Traffic and Increase Followers

Once you have your website completed, you will want to use a tool which will make your content easy to share and will increase your newsletter subscribers and social media followers. Here are a few tools we recommend:

SumoMe

This is a plugin that can easily be used on any website. It contains numerous features such as a social sharer, image sharer, and a scroll box and smart bar to get email signups. They have a free version, but it can quickly become costly if you sign up for their premium features.

Add This

Another plugin that allows you to promote your site with social tools. They have sharing buttons, follow buttons, marketing tools, and content recommendations. They are a cheaper alternative to SumoMe.

Icegram

Is an all-in-one free WordPress plugin to capture leads and engage visitors. It has popups, header and footer bars, notifications, messengers (and much more). This is an excellent free alternative.

Takeaway

Your website is the foundation to building an online following. You will send every one of your followers to your site, so spend the time and money to make it awesome. Remember that the quality of your website reflects your events.



How to Build a Following with Newsletters

After you have a website, the most important tool to build your audience is a newsletter. It's the easiest way to educate the public about your events and announce when tickets go on sale. Newsletters are cost effective and quickly spread the word about your events to a large amount of people. Once you understand how a newsletter provider works, emails are easy to set up and send. I usually only spend 20 to 30 minutes to write an email, add images, and send it out.

Below are our top choices of newsletter providers. Try out a few and decide which works best for your needs. They all have similar features, and you can start sending emails immediately after signup.

Aweber

They started in 1998 and have grown to over 120,000 users. Their most basic plan starts at \$20 a month for up to 500 subscribers. They have a large variety of templates which makes it simple to send out your first emails. The first month is only \$1, and if you decide not to use their services, they will refund your money.

Mailer Mailer

They started in 2001 and specializes in high-volume senders. They also have a large variety of templates that makes sending emails quick and easy. You can send up to 200 free emails a month and their basic paid plan starts at \$29.95 a month for 20,000 emails.

MailChimp

A popular provider which was founded in 2001 and has over 6 million users. It is a fun company that has a beautiful and easy-to-use interface. If you are on a budget, MailChimp is an excellent choice because you can have 2,000 subscribers and send up to 12,000 emails a month for

free. Their basic paid plan starts at \$10.00 a month for 500 contacts with unlimited sends.

Mad Mimi

Used by Disney, AOL, and over 150,000 other clients. Their goal is to make sending email easy, so they will be a great choice if you are just starting out. Their free plan lets you have 2,500 contacts and send 12,500 emails per month. The basic paid plan also starts at \$10.00 a month for 500 contacts with unlimited sends.

Constant Contact

This company is a slightly different beast. They provide basic email marketing but also have a toolkit that makes it easy to get more Facebook fans, offer coupons, manage events, create surveys, and collect donations. The email service starts at \$20 a month and the email with the toolkit starts at \$45 a month. If you need more than email marketing, check out their free trial.

5 Ways to Build Your List

Now that you have a newsletter provider, you need to build your mailing list. You can grow your list several ways; you can purchase, rent, or build the list yourself. We suggest building your list from scratch; one person at a time. It may be slower, but you will have a much higher open and purchase rate than through buying or renting a list. You can also get in trouble with your newsletter provider if you buy a list and everyone unsubscribes.

Here are a few simple techniques that will help you grow your subscriber base. This will take time, but you will reap the benefits of a strong mailing list for years to come.

In Real Life

Attending networking meetings is a quick way to build your list. Ask everyone you meet to join your newsletter. Also, whenever you meet people in your daily life that show interest, ask them to sign up. It's that easy. [Click here to learn more about writing an elevator pitch.](#)

Most people will assume that you will either ask them to subscribe later on their phone or at home. Instead, hand them a notepad and pen and ask them to write down their name and email. Since they have already agreed, nine times out of ten, people will give you their name and email. This works especially well for large groups. [Click here to learn more about attending networking events.](#)

If you don't want to carry a pad of paper and pen, many newsletter services have an app that you can use to sign people up on the spot. Always be on the lookout to add people to your list, just don't be annoying. While this method of gaining subscribers may be slow, the advantage is that everyone who joins is interested in attending your events.

A Signup Form on Your Website

You should have a newsletter sign up form on your website. The form should be in a prominent position in multiple places, and you should tell users why they should sign up. Give away discounted tickets or advertise that they will be the first to know when tickets go on sale. Think about why people will want to sign up for your newsletter, and use that as a reason to get people to subscribe. To create signup forms, you can use SumoMe, Add This, and Icegram as we discussed in the previous chapter. [Notice that our signup form is directly above our main content.](#)

Share on Social Media

Share a link for people to join your newsletter on social media. Include a photo and a reason why people should sign up. Post this link to social media a few times a week and change your incentive every so often. Keep track of which incentives are most effective so you can re-share the ones that work best.

Join by Text

There's a new service called [Join by Text](#). They make it easy to capture an email by phone. You just have to ask someone to text a unique keyword to a number and then text their email. This will automatically add them to your list. Their plan starts at \$19 per month and has a 14-day free trial. The starter plan allows you to capture up to 500 email addresses every month.

Ticket Buyers

Another place to get subscribers is through the ticketing service where you host your event. WellAttended makes it easy for you to build your list. When patrons purchase tickets, you receive their emails in your dashboard. You can then export patrons' contact information and import it into your newsletter provider. I highly recommend sending all new subscribers a welcome email so they know they have been added to your newsletter.

Takeaway

For the amount of effort and return on your investment, a newsletter is an affordable and highly effective tool to fill seats. The newsletter will pay for itself, even if just two or three people buy tickets. There is no reason to not take full advantage of what a mailing list has to offer.

When you create your newsletter, set aside a few hours to learn the ins and outs of your service. There is a bit of a learning curve, but once

you set up your signup forms, design your templates, and understand merge tags, it will only take a few minutes to send weekly emails. After you have your service setup and make it easy for people to subscribe, it's only a matter of time until your list starts growing.

Once you have your mailing list setup, respect your subscribers. An email or two a month is sufficient to keep subscribers interested in your events without harassing them. If you have four or five weeks of events, it's perfectly fine to send a weekly or bi weekly reminder discussing your events, but once those events are over, go back to sending a few emails a month.



Bonus Welcome Email Template

Send this email to new patrons who subscribe to your newsletter.

Hello (First Name),

Thank you attending (name of event on day of the week)! We hope you had a wonderful time. We appreciate your support for the arts. We are excited to share (Insert name of event) with our community.

We have added you to our newsletter so you can keep up to date with (whatever your event is about). If you have feedback, reply to this email and let us know.

Also, here is a short post where you can learn more about (interesting facts about about your event). [Click Here](#).

We hope you have a great week!

William Rader



How to Gain Followers on Social Media

The role of social media in promoting events is growing at a rapid rate. This is partially due to the fact that it's free and easy to promote events online. When used properly, social media can help you quickly create awareness, generate interest, and sell more tickets.

With the rise of so many social media platforms, it's difficult to know where to focus your marketing. First, research to understand which platform your audience uses most. Then start building your following on that platform. If you are unsure, we suggest spending most of your time on Facebook, Twitter, and Instagram.

The more followers you have, the faster word spreads about your events. Here are a few ways to engage with the public, promote your events, and increase your followers. Remember that every social media interaction is an opportunity to gain a new attendee.

Giveaways at the Event

At the beginning of the event or at intermission, tell your attendees that you will have a giveaway for new followers on a specific social media profile. Near the end of the event, select a new follower at random and give out a prize. This can also tie in with your back of the room sales by letting attendees know you have products for sale.

During the giveaway, be sure that you only ask attendees to follow one specific account. If you can, place your account information in the show program or project the information on a large screen in the venue. Try using a QR code that attendees can scan which will automatically direct them to your profile.

Online Giveaways

Another way to increase followers is to have online giveaways where people can win tickets, merchandise, or backstage passes. Promote your giveaway through email, social media, forums, or on your blog. If you decide to go this route, use a service that is dedicated to running giveaways.

Here are four services we recommend.

KingSumo

A simple to use Wordpress plugin with a one-time flat fee of \$198. It's an investment upfront, but will be less expensive in the long run if you run a lot of giveaways.

Rafflecopter

They have a free plan and can be quickly added to your site by adding a line of code. Their basic plan starts at \$13 per month and they have 50% off for non-profits!

ViralSweep

A popular choice that has a free plan and can be quickly added to your site by adding a line of code. Their basic plan starts at \$49 per month.

Gleam

A beautifully designed platform that also has a free plan. Their basic plan starts at \$39 per month. You can also add their code to any site.

Hashtags

When promoting your event through social media, include a hashtag of the city, district, or venue where the event will take place. A lot of people search hashtags to find local events on Facebook, LinkedIn, Twitter, and Pinterest.

Here's an example of how to use hashtags on Twitter:

“Are you looking for a fun date night? Come see An Enchanted Evening this Saturday! www.williamrader.com/live #Denver #theatre #magic”

Also, create a hashtag at your event that attendees can use to find one another, share photos, and chat. Use that hashtag when you post updates and let everyone know in your promotional material which hashtag to use. Make sure your hashtag is short, unique, and specific to your event. You want people to be able to search for the hashtag and easily find what people are saying. Promoting discussion will help you gain more followers and sell more tickets.

Post Updates on Activities

Keep your social media profiles active by posting updates about your events. The easiest way to stay active is to use platforms such as Buffer or Hootsuite to schedule posts. You can set up a week's worth of posts in about an hour. Interested people will subscribe to your accounts to stay up to date with your event. Also, let newsletter subscribers know that you will be active on your accounts and post a link so they can easily follow them.

Reply to Comments

Keep discussions going by replying to comments. This will make your audience feel special and will be more willing to promote your event. If you use Buffer or Hootsuite, you should still engage daily and create discussions around your event.

Stay Active

Don't let your social media accounts go dormant. Even if you are between events, post material about your last event or related articles. The best way to stay in people's minds is to continue being at the top of their feeds. The more people think about your events, the more likely they will purchase tickets in the future.

Don't Over Post!

Finally, the best way to keep subscribers is to avoid over-posting. According to DK New Media, 52% of people unfollow accounts because they become too noisy. You can post a few times a day, but don't go crazy. This is the best way to keep the followers you worked so hard to get.

4 Tools to Help You Work Smarter

Keeping up with social media and posting on a regular basis is time consuming. Here are a few of our favorite tools to help you gain more followers and help schedule your posts.

Tweetfavy

Automates your tweets and automatically likes tweets that use your selected keywords. It's a quick way to build your twitter following and plans start at \$9 per month.

Buffer

An easy way to schedule posts across multiple social media platforms. They have a free plan and their monthly plan starts at \$10 per month.

Hootsuite

Another way to schedule and manage your social media profiles. They also have a free plan and their monthly plan starts at \$9.99 per month.

Click to Tweet

An easy way to promote, share, and track your content on Twitter. It's completely free.

Takeaway

When used properly, social media can be a vital asset to your marketing campaign. A quick warning; Don't rely on it alone to sell tickets to your events. You still need traditional marketing such as media coverage and print advertising. Social media is the perfect supplement to your marketing campaign and is an excellent way to sell more tickets to your events.



How to Write Content to Attract Followers

Now that you have set up multiple ways for people to subscribe to your newsletter and follow your social media accounts, it's time to attract and maintain your audience. The key is to write amazing content that will engage people and make them want to follow you.

Your blog should be the foundation for building your following. Write posts for your blog and then share them with your newsletter, on social media, and with everyone you meet. Your blog will help generate a buzz around your event and keep everyone in the loop. People will also be able to easily reread their favorite posts and share them with their friends. This is vital to quickly build your following.

Your blog will also help your website rank at the top in search engine results. When you have a lot of content, search engines will know the focus of your site and will list you first when people search for you or events similar to yours.

So, how can you write compelling content?

At the beginning, write a few posts about your organization and your events. Next, figure out what your target audience is interested in learning. Write posts that will attract those readers and will get them to take action. This action can be sharing your posts, giving a donation, or buying tickets.

A simple formula that will help you write great content is called AIDA. The formula's objective is to get people to take action on what they read. Professional advertisers and copywriters use it in direct mail copywriting and it will help you in your content marketing strategy.

Here is a breakdown of the formula:

A = Attention

Use an attention grabbing headline or image that will immediately make people want to read your posts. Your first two sentences should also grab their attention. An example of a headline might be, “7 Things People Always Forget to Bring to Events - Don’t Let this be You!”

I = Interest

Once you’ve captured your readers’ attention, keep them engaged by making your content easy to digest. Stay focused on the topic of your post and use subheadings and bullet points to make your most important points stand out.

D = Desire

As you build interest, explain to your readers what’s in it for them. This may be having an awesome time, learning skills to help their acting, or being able to share a cool fact about theatre with their friends. Appeal to your readers needs and wants.

A = Action

Finally, be very clear on what you want your reader to do after they read your post. This can be subscribing to your newsletter, following you on social media, sending you an email, or purchasing tickets. Also, make it easy for your readers to take action. For example, include a button at the bottom of the post that will take them to your ticketing page to purchase tickets.

Here are a few ideas to help you get started writing:

- Post casting calls
- Post cast lists
- Share available volunteer positions
- Share interesting facts about the art or artist
- Show photos of the venue, organizers, and artists
- Interview the cast or crew
- Create a video highlighting why people should attend
- Share how you are helping your community
- Write about the history of your venue
- Run giveaways and give discounts to loyal followers
- Highlight the businesses or people that are involved in the event
- Partner with local businesses to give discounts to your readers
- Share tips on how to make the most out of the event experience

[Click here for a post that you can share on your blog.](#)

How to Use Images to Enhance Content

In addition to having compelling content, it's vital to include high-quality, high-resolution photos. The quality of your posts and promotional material can make a huge difference on whether or not an event sells out. Stock photos can cost hundreds of dollars and it's often difficult to find free photos that stand out.

We've curated a list of the best free stock photo websites that you can use for social media, newsletters, banners, posters, programs, and anything else you can imagine. These photos fall under the Creative Commons Zero License which means they are free to use for all commercial and personal needs. The repositories below are the fastest way to find photos relevant to your events.

The Stocks

This is tumblr site that pulls images from Pixabay, Unsplash, Little Visuals, New Old Stock, Superfamous, Startup Stock, Gratisography, Getrefe, Crow the Stone, Pexels, Jay Mantri, Magdeleine, Travel Coffee, Move East, and Barn Images.

Pexels

Currently, Pexels has over 3,800 free stock photos and they add 70 new high-quality photos every week. They pull photos from reliable sources like Unsplash, Gratisography, Little Visuals and many more.

StockSnap

StockSnap curates the best stock photos from around the web and uploads photos from select photographers within their network. You can sort photos by date, views, downloads, and see what's trending.

The above repositories are the fastest way to find photos. If you have more time to search for images, check out our list of over 27 free stock photo sites. [Click here.](#)

The 4 Best Photo Editors

Now that you have awesome photos to add to your website, newsletters, and on social media you need an easy way to edit them and make them special. Here are our top four choices for free editing software.

BeFunky

A feature rich photo editor that is web based which means you don't have to install anything on your computer. They have monthly plans, but the free version will give you everything you need.

PicMonkey

Another web based photo editor that will allow you to make your images awesome. They have a monthly plan that gets you ads-free editing and extra primo effects, fonts, overlays, and touch-up tools.

Canva

This is an easy to use web based photo editor. They give you the dimensions of popular image sizes, like for a facebook cover photo, which makes it simple to create images for social media. They have premium backgrounds, fonts, and icons, but basic editing is free.

Gimp

This is a free and open source image editor which is very similar to Photoshop. You will need to install it on your computer in order to use it. This is more powerful than other editors, but there is more of a learning curve.



Sell More Tickets with Online Ticketing

Once you have started building your following, it's time to utilize your box office to further increase your reach. Over the past year, we have talked with hundreds of event producers about how they sell tickets to their events. We have learned that there are four basic models for selling tickets: online ticket sales, email and phone sales, phone and email reservations with payment at the door, and sales at the box office the day of the show.

Selling tickets online has many advantages over phone and email reservations and sales at the door. If you are about to produce your first show or have been producing shows for years, now is the perfect time to start using box office software and to start selling online. Online sales is an important strategy to promote and sell out shows; it saves time, lets you have predictable attendance, realize an improved cash flow, give a better customer experience, motivate customers to buy, collect data on customers, and increase ticket sales.

Here is a breakdown of the 7 reasons why you should sell tickets online.

Saves Time

Time is the most valuable asset when producing a show; Receiving orders by email or phone takes too much time away from other important duties. If you have a box office manager, selling online frees up the manager to focus on answering questions about the show as well as deal with exchanges, refunds, or other activities. If you don't have a box office manager, selling online is a lifesaver. You will have more time to focus on marketing, talent coordination, rehearsals, or whatever else you need to do to produce an awesome event. The last

thing you want is to be stuck on the phone taking orders when your event is about to start.

Predictable Attendance

Online sales make it easy for customers to commit to attend your events. If it's difficult to purchase tickets, they may be excited about attending at first, but forget to reserve seats when the date approaches. However, selling online allows customers to purchase tickets the moment they hear about your event and will be much more committed to attend.

Not having online sales is especially problematic if you are taking reservations, but not accepting payments until the event. Even though people reserve seats, a small percentage won't attend because they haven't paid. This means that you may have a show that you thought was sold out, only to have empty seats that could have been sold. To remedy this, you either have to overbook the event or hope that enough people buy tickets at the door to make up for the no-shows.

Selling online gives you a more predictable number of attendees because patrons have committed and paid at the time they reserved seats. If attendees don't show up, you will not lose money because of a no-show. You can also resell the seats at the door to make extra money.

We've designed WellAttended to make it easy for our users to view event data to learn which shows, dates, times and ticket prices work best. You can use this information to schedule future events and better predict attendance.

Cash Flow

With our Stripe integration, you can receive money from your event as tickets are sold. This lets you use some of the money up front to pay performers, the venue, and other front-end costs you might otherwise

have to pay out of pocket. You also don't have to worry about keeping large amounts of cash on hand, complicated reconciliations, and late night bank deposits.

A Better Customer Experience

If you aren't selling online, customers deal with one or more of the following issues when purchasing tickets:

- Worry about the event selling out
- Worry about where they will be seated
- Arrive very early to get the best seats
- Can call only during certain hours to reserve tickets
- Leave a voicemail and wait to be called back to purchase tickets
- Send an email and wait for a reply to reserve tickets
- Wait for a receipt to insure tickets were purchased
- Wait in a long line before the show to pay for tickets

Online ticket sales are very convenient; customers can purchase tickets whenever and wherever they want. The number of tickets remaining is clearly visible, customers can choose their seats, and receive a confirmation email immediately after a purchase.

Online ticket sales also shortens the wait time for your box office on the day of the event. Instead of collecting payment details, patrons can check in quickly and enter the venue. You can also separate the lines for will-call and at the door sales. People who already have purchased tickets won't have to wait in a long line, further enticing them to purchase tickets before the event.

Motivate Customers with Incentives

Giving customers incentives to buy is an excellent way to sell a large amount of tickets before an event. You can make tickets at the door more expensive, run early bird discounts, offer giveaways to your first hundred ticket purchasers, and create demand when the event is close

to selling out. Implementing these incentives takes very little effort and will further enhance your event experience.

Customer Data Collection

Selling tickets online makes it simple to collect data about your patrons. In the attendee list at WellAttended, you receive purchasers' first and last names, email addresses, mailing addresses, and phone numbers. You can easily add your attendees to an email newsletter to promote future events or contact them about special offers.

You can also create survey questions for customers to answer at checkout to learn which promotions are working and how they influence sales. Questions such as, "How did you hear about the event?", "Is this your first time to our event?", and "Do you have any questions or comments?" help you to better understand your customers and how you should adjust your marketing strategy.

Increase Future Ticket Sales

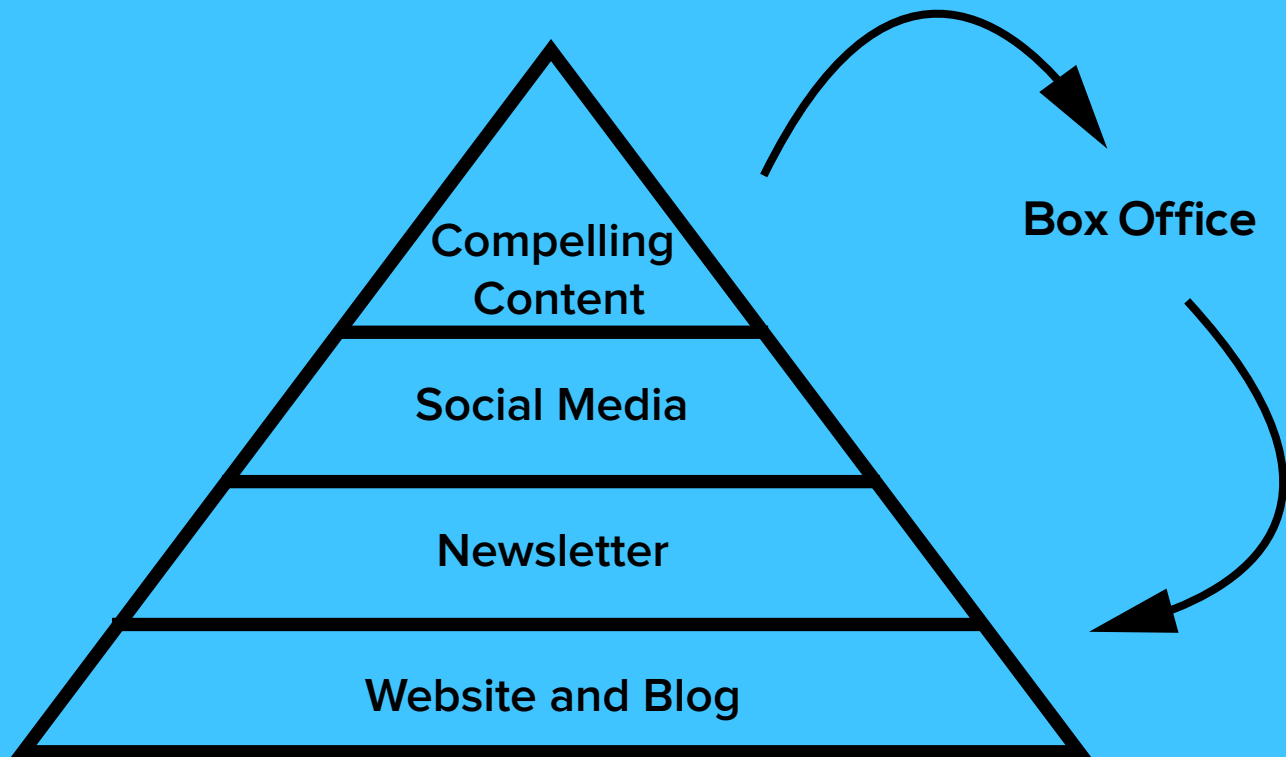
If you give your customers a better purchasing experience, give them incentives to purchase before the event, and use the customer data to promote your events, you will increase your sales. People appreciate a trouble-free experience and will carry that feeling of satisfaction with them long after your event. Purchasing experience is something people discuss and remember. Coupled with shorter lines and less waiting, your event will be an entertainment choice they are likely to repeat.

Most importantly, you can easily sell tickets to multiple events at the same time and give your customers an immediate call to action when they see your promotional material. There is nothing stopping you from making a sale the moment people see that you have an upcoming event.

Takeaway

Whether you are taking reservations by phone, email, or selling tickets at the door, selling tickets online is an excellent tool to enhance your marketing strategy. WellAttended is user-friendly and makes online ticketing inexpensive and simple. We will be happy to help you start selling so that you can enjoy the many benefits of online sales and start filling more seats.

The Marketing Cycle to Increase Revenue



Once you have a system set up to build an online following and a way to manage your box office, it's time to create a marketing cycle that will increase your revenue. The triangle on the left represents the way you interact with your followers and keep them engaged. The box office on the right represents selling tickets. You should create a loop in which you actively engage your followers and sell tickets.

There are two ways people can get started in your cycle: by first becoming a follower and then buying tickets or by buying tickets and then becoming a follower.

Online Following

When you start building your following, there is a good chance that your followers haven't purchased tickets to your shows. For example, they may have found you by a hashtag or signed up for one of your giveaways. After you have sent them content, tell them about your

shows and send them to your box office. During breaks between shows, keep your followers interested and engaged with your organization. When your next show starts, send them back to your box office to buy tickets. Repeat this process indefinitely.

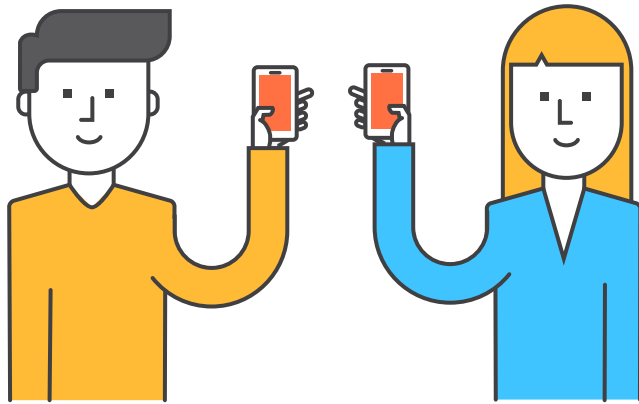
Box Office

People may also buy tickets without being familiar with your online presence. They may have read about your show in a newspaper or heard about you from a friend. In this case, send them a welcome email to let them know about your website, blog, newsletter, and social media accounts. Spark their interest and get them to become active followers. Engage with them between shows and when your next show starts, send them to your box office. Once again, repeat this process.

Takeaway

Creating this marketing cycle is one of the quickest ways to increase your revenue. As long as you keep people engaged and produce incredible events, people will continue to buy tickets. Over time, your tickets will become easier and easier to sell.

Putting It All Together



Learning how to build an online following is an absolutely critical part of your success as an event producer. So, make sure you read (and reread) this book several times to fully understand the steps in building and maintaining an online following.

And your next move, of course, is to start applying these methods to your own marketing process. Spend time at each step to determine which techniques work best for you. Understanding the best ways to build your following is crucial in selling out your events.

It's never too soon to start setting up your website, newsletter, and social media accounts. Even if your event is months or a year away, start building your following today.

Now it's your turn — start building your following. You will quickly find that the more followers you have, the easier it will be to spread the word and sell out your events!

Need to sell tickets to your events? [Sign up for WellAttended.](#)



Listen to the WellAttended Podcast!

The WellAttended Podcast is for producers looking for new ways to increase ticket sales and make more money from shows.

We interview magicians, burlesque performers, musicians, and theater producers to learn how they are successful. There are over 75 episodes filled with actionable advice that you can immediately put into action.

You can listen on iTunes, Stitcher, Google Play Music, and Spotify.

You can also listen on our site at <https://wellattended.com/podcast>.

What is WellAttended?

WellAttended is a delightful platform that allows producers to manage their box offices and sell tickets online, over the phone, and at the door.

We make it a breeze to sell tickets and merchandise, manage patrons, track sales, and ultimately grow your business.

Get WellAttended and get back to doing what you love.

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