

Your Gift From Adblanket

Event Marketing



- **What is Event Marketing?**

Event marketing is a strategy utilized by businesses to gain more clients. Essentially you would have yourself or your team attend a business event in your city with your business cards. You would participate in the event and connect with other people providing them with your business card

● How Is This Low Cost Strategy Initiated?

1. You would have to make business cards on Canva or any card maker & purchase quality business clothing.
 2. When the cards are done you would order them
 3. After you would type: "Business event in (my city's name)"
 4. You would create a list adding all the events
 5. Find the ones that are under \$100.
 6. Attend events, participate and hand out business cards to businesses who could utilize your service.
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● How Would I Find Businesses Who Need Me?

The key to networking is being personal with the person whom you're talking to. Talk more about their life and less business. Let the prospect talk more about themselves.

When the time comes you guys will exchange what you do and you will be able to understand if they need your service or not. *ONE SECRET* is to "fake it till you make it". Try bumping up your numbers and make yourself look good.

Asking questions such as:

1. How did your business perform during covid?
2. How did you start this business?
3. Is there a particular reason why your business is stuck at the specific revenue bracket it's at right now?
4. What were the most difficult parts of entrepreneurship?
5. Is there any systems missing in your business?

● Finally... ?

30 years ago a research was conducted. First year graduates boarded a train and asked passengers nicely if they could have their seat. Surprisingly 13/15 accepted.

The lesson to be taught here is to just ask once you've socialized a bit, ask nicely if they would require the service you provide.

It's harder to reject someone face to face asking nicely after socializing with them for a couple of minutes.

Don't be scared it will pay off in the end and you will develop a myriad of connections.

When you've asked and they agree, demand for a way to contact them and follow through.

LITTLE FREEBIE: Try providing them something for free, so you give them a reason to provide you with their email.

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