



# Social Media Marketing in 7 Easy Easy Steps

*This is an extra resource to go along with the original article:  
[How to Use Social Media to Market Your Next Event](#)*

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## Step One

Set up a landing page for your event [using one of our 60+ landing page templates](#).

## Step Two

Create a video for your event. It can be a montage of event highlights from previous years, or a short introduction from you about what to expect. [Here are a few tips for how to market with video](#).

## Step Three

Create a remarketing ad on Facebook. [Go here to set up your Facebook ad](#) and then [click here for instructions on adding your Facebook Pixel to KickoffLabs](#).

## Step Four

Create an event page on Facebook to stay connected to your community. Be sure to post frequent, if not daily, updates to this event page. You should also populate it with questions, photos, or even videos before, during, and after the event.

## Step Five

Develop a hashtag and be sure to brand all event-related content with your hashtag. Do a quick Twitter search before settling on a hashtag to make sure it's not currently in use.

## Step Six

Get active in every social media channel where your audience lives. Here's a rundown of what you can do where:

**Facebook** - Ask a daily question

**Twitter** - Host a Q&A with each event speaker-- don't forget to include the hashtag!

**LinkedIn** - Create a blog post to tie into the topic of your event

**Pinterest** - Post photos of the event set up

**YouTube** - Create a highlight reel, introduce your event, interview speakers and attendees

**Instagram** - Post photos of the event

**Snapchat** - Share snippets during the event

**Periscope** - Post behind the scenes videos before, during, and after the event

Across all channels, run a contest to help energize your audience and get them excited about your upcoming event.

## Step Seven

Follow up after your event on all social channels by posting a highlight video on YouTube or compelling photos of the event on Instagram.