



# EVENT MARKETING TOOLKIT



**SOCIAL MEDIA**



**EMAIL**



**PRINTABLES**



# SOCIAL MEDIA

## Start Early

Start promoting your participation in the Expo as soon as your site booking is confirmed, ensuring that potential visitors can mark their calendars and make plans to see you at the Expo.

## Be Consistent

As the Expo approaches, maintaining a consistent posting schedule to showcase your products, exclusive offers, and event highlights serves as a powerful strategy to keep your audience engaged and your brand and products at the front of people's minds.

### Pre-Event

Stir up excitement! Give your audience a taste of what's coming, introduce your team, and get your audience involved by asking what they're most excited to see.

### During the Event

Take them behind the scenes! Share the hustle and bustle of your event setup and drop teasers to keep them eager for more. Don't forget to share those 'you won't believe it' moments!

### Post-Event

Say a big thank you! Sum up the highlights of the event and offer something special to keep the buzz alive. Connect with your new acquaintances and give kudos to those who gave you a shout-out during the Expo.

## Where to Post



### Facebook

This is where you can have some friendly banter while keeping your audience in the loop. Share all your event updates and news here to keep everyone in the know.



### Instagram

Get creative and share reels of what's happening and make sure your feed reflects your unique style and vibe, keeping aesthetic in mind.



### YouTube

Lights, camera, action! Take your audience on a virtual tour of what you've got to offer in an engaging video format that's both informative and entertaining.



### TikTok

This is where you can show your fun side. Share those lighthearted, quirky moments that bring out the human side of your brand.

## Don't Forget to Mention and Tag the Expo!

Your message will reach more people and we will see your posts and can re-share them for you.

MackayExpo MackayExpo @australianevents australian\_events

#MackayExpo



## Free Social Media Resources

### Ready to Use



Social Media Post 1



Social Media Post 2



Facebook Cover 1



Facebook Cover 2



Social Media Story

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MackayExpo MackayExpo #MackayExpo

# Canva

### Download Canva for Free

Canva is an online visual communications platform that empowers the world to design! With Canva, anybody can create stunning designs quickly and easily on your desktop or mobile device.



### Editable Canva Templates



Facebook Cover Template 1



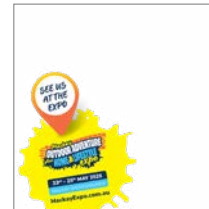
Facebook Cover Template 2



Social Media Story Template



Social Media Post Template 1



Social Media Post Template 2



# EMAIL

## Free Email Resources

Add an image to your email footer for a quick and easy way to let people know about the Expo.

### Ready to Use



Email Signature 1



### Editable Canva Template



Email Signature Template 1



# PRINTABLES

## Free Printable Resources

Print out the poster at A4 or A3 and display it in your store or email the file out to people in your database who might be interested in the Expo.

### Ready to Use



Printable Poster