

**Marketing Analytics**

**Event Management Course**

**Professional Booksellers School**

**Marketing Channels:**

* Community and Event Partners
* Press Releases & Media
* Flyers/Posters
* In-Store Displays & Handouts, including QR codes on displays
* Print Ads
* Staff & Customers
* Website
* Social Media
* Email Newsletter
* Online Event Calendars (community bulletin boards, chamber lists, media calendars, Facebook)
* Digital Ads

**Where to Post Events Online:**

* Your website!
* Social Media (local Facebook groups, cross promotion with other businesses, Facebook events)
* Online Directories (Google My Business, Bing Places, Facebook, Instagram, Yelp, map apps, Chamber of Commerce, Nextdoor, LinkedIn)
* Your newsletter!
* Eventbrite
* Local newspapers may have free online event listings

**Lifespan of Social Media Content:**

* **Twitter**: 24 minutes
* **Facebook**: 105 minutes
* **Instagram**: 20 hours
* **TikTok**: Tricky! A video usually takes minutes or within the first hour to go viral or not. The algorithm likes to push older videos.
* **Threads**: Not a lot of information yet, but likely similar to Twitter

**Feed the Algorithm:**

* **Instagram**: Still leaning hard into video
* **Facebook**: Similar to IG, but really prioritize content that makes people engage/interact
* **TikTok**: All about video and trending sounds
* **Twitter/Threads**: Short, quippy content, not overly produced

**Marketing Tools:**

**Social Media Marketing Tools**:

* [Later](https://later.com/)
* [Loomly](https://www.loomly.com/)
* [Hootsuite](https://www.hootsuite.com/)
* [Buffer](https://buffer.com/)
* [Metricool](https://metricool.com/)

**Email Marketing Tools**:

* [Mailchimp](https://mailchimp.com/)
* [Constant Contact](https://www.constantcontact.com/)
* [Edelweiss360](https://www.edelweissplus.com/edelweiss360-for-booksellers)
* [Hubspot](https://www.hubspot.com/)

**Graphic Creation Tools**:

* [Canva](https://www.canva.com/)
* [Adobe Photoshop & InDesign](https://www.adobe.com/)
* [Pixlr Express](https://pixlr.com/express/) (photo editing)
* [Easel](https://www.easel.ly/)
* [Design Wizard](https://designwizard.com/)
* [Stencil](https://getstencil.com/)
* [Visme](https://www.visme.co/)
* [CapCut](https://www.capcut.com/) (phone app)
* [InShot](https://inshot.com/) (phone app)

**Web Analytics Tools**:

* [Metricool](https://metricool.com/)
* [Google Analytics](https://marketingplatform.google.com/about/analytics/)
* [Hubspot](https://www.hubspot.com/)
* [Adobe Analytics](https://business.adobe.com/products/analytics/adobe-analytics.html)
* [Open Web Analytics](https://www.openwebanalytics.com/)

**Terminology:**

**Pageviews:** The total number of times a page was viewed on your site.

**Unique Pageviews:** The total number of times a page was viewed by users in a single session. A session is a group of interactions — including pageviews, clicks, etc. — that take place on your website within a given time frame.

**Traffic Sources:** Show where people are coming from to get to your events page. These include things like:

**Organic Search:** They searched Google or another search engine and found you.

**Paid Search:** They clicked a paid ad on a search engine.

**Referrals:** They clicked from another site.

**Organic Social:** They came to you through a regular post or your profile or link in bio on social media.

**Paid Social:** They clicked from a paid/boosted social media ad.

**Email Marketing:** They clicked from a newsletter.

**Direct Traffic:** They went directly to your page by typing in the URL.

**Bounce Rate:** The percentage of visitors that leave your website after viewing a single page. This will tell you the percentage of people who look at your event page, then leave your website.

**Reach:** Represents the number of unique people who saw a piece of your content.

**Organic Reach:** The number of unique users or followers who see and engage with your content without any paid ads.

**Paid Reach:**  The number of unique users that viewed a post as a result of a paid/boosted ad.

**Engagement:**  A measure of all interactions with your content.

**Engagement Rate:** Used to assess the average number of interactions your content gets per follower.

**Impressions:** The number of times your content was seen, including multiple views by the same person.

**Interactions:** Any form of communication between you and your users, including likes, comments, direct messages, tags, follows, reviews, and shares.

**Mentions:** Every post that includes a tag/reference to your account.

**Profile Views:** The count of the number of times your main profile page has been viewed.

**Website Clicks:** The number of clicks your website received from your social media profile/posts/link in bio.