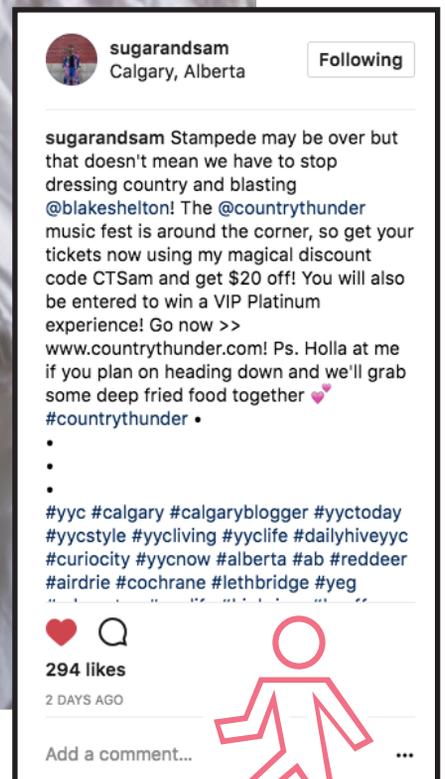
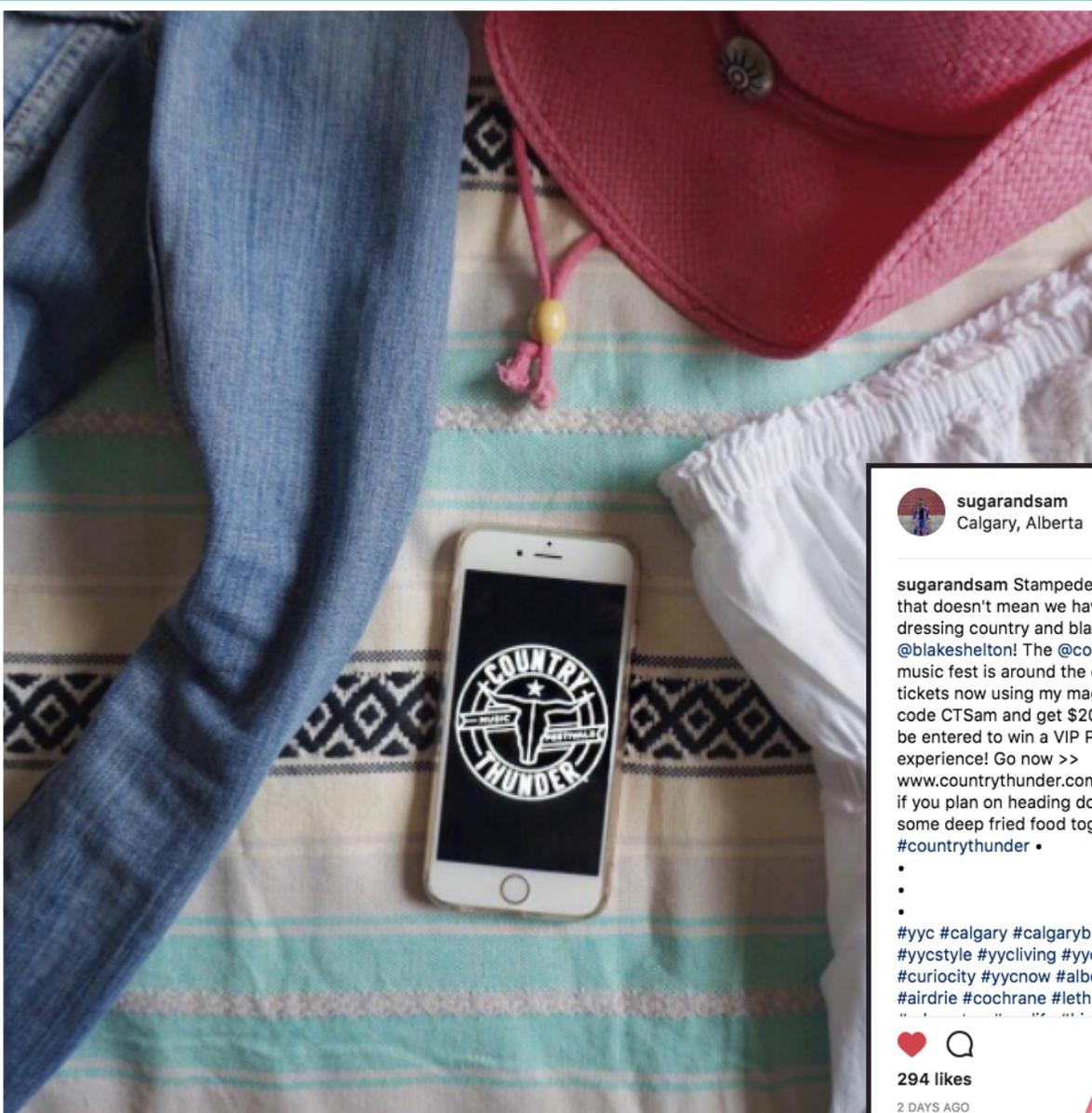


HAVE YOU THOUGHT OF THIS? SELLING MORE TICKETS TO YOUR FESTIVAL BY USING Micro-Influencers.

By Natalie Gleba





kristin_nicholson • Follow
Prairie Winds Park

kristin_nicholson Day two at @countrythunder! @randyhouser's voice was incredible and we swooned over @thomasrhettakins ❤️One more day to go ladies 🍷 >> you can still use my code "CTKKristin" to get \$20 off of your ticket to see @blakeshelton tonight!

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#yyc #calgary #yycliving #babe #instadaily #blonde #instamoments #instagood #girlsnight #countrymusic #babes #beers #citylife #sharecalgary #country #yycnow #countrythunder2017 #countrygirl #cowboy #cowboyboots #cowboysnation #beer #cheers #alberta #countrythunder #countryconcert #festival #musicfestival



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AUGUST 20

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What would be your first go-to strategy for trying to sell more tickets to your event or festival?

If you're in the events or festival space, then you likely turn to your marketing team to strategize ways to build hype and sell more tickets to your event. What does this strategy include? Maybe it includes a paid social media push and maybe it includes airing details on your local radio station. One trend I've seen growing, however, is the use of micro-influencers to help spread the word and help festival and event organizers sell more tickets. Here's how.

What are Micro-Influencers Anyways?

First off, a little debrief on what micro-influencers are might help explain why they are so effective with social media selling. Micro-Influencers are social media users with a niche

following who come across more authentic, genuine and trustworthy when sharing personal interests to their above-average number of followers.

Although they have a smaller following (1,000-20,000) on social media, their content resonates with followers as they have a personal brand to uphold and they would hate to share something they don't personally identify with (i.e. an influencer with a beard wouldn't help promote razor products). Consider these social media savvy influencers your brand ambassadors, cheerleaders, and loyal customers. Payment and influence aside, they would likely be buying your product anyways. We have been seeing a huge rise in brands trying to find micro-influencers to share the love about their product. The details below will explain why that is.



kendalynnculbert • Following
Craven, Saskatchewan

kendalynnculbert The countdown to Country Thunder is on! Tickets are available to purchase online using my discount code (CTKendalynn) - you will also be entered to win a VIP package! #cravingcraven #4days 🌟

haileykezama Send it

alimrobbins She'll go

taypelletier He still hasn't made it home from stampede yet so

mhall_4 @taypelletier he's on a wanderlust this month

ssubert13 Hey do you have a discount code ?



440 likes

JULY 10



Why Does Micro-Influencer Marketing Work in the Events and Festival Space?

So now that you have a better understanding of who these micro-influencers are, let's chat about how they can help you sell more tickets for your event/festival. There are many tools out there that can help you locate the most engaged and influential micro-influencers but we suggest you run searches based on popular conversations that might directly relate to the theme of your event or festival. For example, if you are hosting a country music festival and need to find influencers to help promote attendance, you might start off by tracking conversations surrounding the following obvious topics: #countrymusic, #countrygirl, #cowboyboots, #countryfestival, #plaidshirt, etc. You might then want to include hashtags relevant to the city the festival is taking place in, artists that are performing and sponsors who are involved in the festival. In addition to this social listening tactic, some influencer marketing platforms will let you download the followers of lighthouse accounts. For example, imagine being

able to download social media accounts following Blake Shelton, who also follow @CMA, who live in the city the festival is taking place, and also has 10,000 followers. Now that might be someone you'd want to hit up! The key to any successful influencer marketing campaign is authenticating the influencers you've chosen to work with. You'll want to know their average engagement rate (the calculation that computes how many followers they have versus how many 'likes' and 'comments' they get on each post) to determine the effectiveness of their promoting efforts. It's important to remember that quantity does not trump quality and so just because an influencer has 2,000 followers, doesn't mean they will be less effective than someone with 10,000. Remember, it's about how vocal the micro-influencers are with their followers and how those engaged followers react to the messages.

As mentioned, the most effective way to ensure a successful campaign is to rank influencer's engagement rates and be able to human-vet them. It might be worthwhile investing in an influencer marketing software to help manage the process. Not only is it useful

in helping quickly identify attractive influencers, it will also help with campaign tracking and management, something that could save your in-house marketing team hours of review and logging. There are also companies out there that have expertise in executing these campaigns and guarantee results. It's wise to do your research ahead of time to see which one makes sense for you and your organization's goals.

Once you have narrowed down a list of micro-influencers and have communicated all of the details to them (either through your internal team or through the influencer marketing agency), it's time to see how the magic works. If you have put in the efforts to diversify your influencers, you will be reaching a wide range of followers who you might not have reached otherwise. Micro-influencers who have worked with brands before have their branding methods down pat. It's important to leave the messaging up to them as it comes across the most authentic to their followers. In most cases, the followers feel they are closely connected to and value the opinions of thought leaders they follow on social media, namely

instagram. With that understanding, if they know their favourite instagrammers are going to this event or festival and will have the chance to network with them while having a good time, they will be interested in making a purchase to join. Again, it's important to find the right micro-influencers who have this type of relationship with their followers, and surprisingly, there are unique ways to find this out. Ask your influencer marketing specialists to find out how.

What's In It for the Micro-Influencers?

This is a common question organizers are concerned about when thinking about utilizing micro-influencers. This will obviously be unique in every single campaign however I can give you a general idea of what to expect when "hiring" influencers to take your ticket sale push to the next level. With festivals and events I've worked with, the average number of influencers used to effectively spread the message is 10-50. If you are finding the right influencers to help build event hype and increase ticket sales, they will be the perfect mix of passionate festival goers or interested event attendees (this is widespread as it could be marketing events, sales conferences, guest speakers, product sampling, vendor booths, etc.), and those who generally fit within the market it is that you are promoting in. What does this mean? Campaign goals and incentives aside, these are going to be strong advocates or interested attendees to your event/festival regardless of the incentives you are going to provide. So what are those incentives exactly? This is your call as every budget will vary however what I can tell you is that if you've found the right micro-influencers, they are going to be quite happy with a unique VIP event/festival experience designed specifically for your influencers. In campaigns I've worked on, influencers were provided with free VIP tickets and the organizers invited them out to an ambassador-only event the day before the event/festival kicks off. This really gets them excited to be a part of this unique experience and they'll be able to further promote the event through their Instagram stories during the VIP event, increasing engagement and awareness. There may be some cases that influencers might request a monetary compensation for their posts, and this may be something you'll have to evaluate; have you found the right influencers, or, is their value in budgeting for monetary payments in addition to offering them free VIP tickets? There is no right or wrong answer but it

may be wise to consult with an influencer marketing specialist who can help you determine if you will get a plausible ROI from paid influencers and shockingly this might not always be the case.

In Closing, 5 Ways You are #winning:

1. **Broadening Your Social Visibility** - aside from increasing your ticket sales to your event or festival, there is huge value in the organic visibility you are gaining from putting 10-50 influencers to work! I've seen client's Instagram profile following increase anywhere from 15-40% over a 60 day campaign! This is additional bonus you can expect from executing an influencer marketing campaign and in my opinion I think it's a pretty valuable one.
2. **Touch a Market You Might Not Have Reached Otherwise** - as mentioned, through influencer marketing, you're reaching an audience you might not have gained attention from otherwise. Sometimes it's ok to take risks too. I've tested some influencers who might not have been the most obvious to use, but have turned around some amazing results! It's really just finding a diverse balance between brand ambassadors and those who are just so close with their followers, they are willing to support them because of the personal brand they have created for themselves.
3. **Establish Long-Time Brand Supporters** - these influencers who you've carefully chosen to work with will be available to you for any other campaigns you have in the future. You've built close rapport with them and have gotten to meet and connect with them in person, why not keep them around to help further promote your organization?
4. **Low Investment Required** - as you can see, this type of marketing strategy has a relatively low investment cost and can turn around some amazing results. In campaigns I've worked with, I've seen upwards of 9x ROI from running one influencer marketing campaign - seriously though, Google Country Thunder 9x ROI and see for yourself!
5. **Re-Usable Marketing Materials** - whether it's 10 or 50 influencers you choose to help promote your

event or festival, they will be creating amazing content for you on social media. You'll be able to see the quality of work they produce on their page before you choose to work with them and they put a lot of effort into making visually appealing and on-brand photos to accompany the description they are sharing with their followers. Some will want a little more direction of details to include over others, however it's best practice to allow them to have some level of autonomy over their posts as their followers will catch on if it's not coming off authentic and this could impact the effectiveness of the campaign.

There you have it, some high-level tips and insights on what you can expect from running a micro-influencer marketing campaign to help gain hype and sell more tickets for your next event or festival! This is a topic I could talk about endlessly so this is definitely not an exclusive discussion of all of the positive outcomes of influencer marketing campaigns. If there's one thing I want to emphasize, it's that I've worked with various clients with varying product and service offerings and out of them all, influencer marketing is the most effective for clients who are looking to sell tickets. It could be that influencers are targeted in the general location of where the events or festivals are taking place and so there is a level of locality involved with promoting, or, it could be that people are excited to find an excuse to buy tickets and get out of the house! Regardless, micro-influencer marketing is a growing trend and I only see it growing into organizer's 2018 marketing budgets!

Natalie is the Campaign Marketing Manager at a Waterloo, Ontario, Canada Influencer Marketing software company, Socialpeeks. She works closely with clients to help locate relevant influencers and help strategize creative campaign initiatives for clients all over North America. Socialpeeks specializes in the development and execution of micro-influencer marketing campaigns specifically for clients in the events and festival space. Contact her at natalie.gleba@socialpeeks.com for more information.