



Do You Want Better Results From Your Website?

IFEA's Online Marketing Audit Helps You Reach the Right Audience at the Right Time to Drive More Sales

Your online presence is crucial to the promotion and success of your event. A visit to your website is usually the first experience attendees have with your organization and an online presence that doesn't increase awareness and drive ticket sales may be a waste of time and money. You might not know if your current online marketing efforts are reaching their potential, so you need a team of industry professionals to evaluate, inform, and develop a customized plan for you. IFEA and New Target are partnering on this audit to help you drive more results from online marketing.



The Audit is conducted by some of the most experienced professionals in the field and includes a formal evaluation of your event's online visibility by an expert team from New Target, Inc. that includes marketing strategists, web developers, project managers, copywriters, and designers.

The Audit is a starting point for defining short- and long-term goals for your organization and developing a focused roadmap. We'll analyze your website and event marketing efforts and provide a high-level assessment of your event/organization's:



content strategy



paid web advertising



online reputation



search engine optimization (SEO)



website usability & mobile friendliness



website speed & areas of improvement



analytical tracking tool implementation

To learn more about the IFEA's Online Marketing Audit, please contact:

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