



International Festivals & Events Association
IFEA World



IFEA Online Audit

If you are like most events/organizations, your on-line marketing presence and visibility is really just a summation of non-related, often outdated, components and links and access to miscellaneous tools/toys that someone in a seminar somewhere said that you should be using, with no real 'plan' to it at all. You may not even be sure anymore just what you have or what it should do, let alone having a plan for strengthening / upgrading it. If this sounds like you, it's probably time for an online tune-up.

We'll make sure your Online Marketing is Plugged In! Working with some of the most experienced professionals in the field, IFEA is pleased to offer our new "IFEA Online Marketing Audit."

The Audit includes a formal evaluation of a festival/ event's online visibility by an expert team from Edgeworks Group that includes web developers, social media consultants and online marketers. This broad assessment – a starting point for defining both a short-and-long term roadmap for creating a powerful online presence covers your event/ organization's:

- Online reputation
- Social and mobile integrations
- Search optimization
- Website usability
- Social media efforts.
- Installation of tracking tools
- Updates and customizations to existing tracking programs
- Verification of Webmaster tools for both Bing and Google



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

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