



BoothCentral

Live Virtual Event - Marketing Plan Template

Four Weeks Before Event	<i>Create BoothCentral Event</i>	
	<i>Create Facebook Event</i>	
	Customer Email 1	Announce Event <ul style="list-style-type: none"> - Describe event - Date, time, FREE - Pre-register to get reminder before event - Mention any interviews or live music - No downloads required
Three Weeks Before Event	Customer Email 2	Create Expectations <ul style="list-style-type: none"> - Pre-register - Normalize clicking on the chat button - Similarities to live event
Two Weeks Before Event	<i>Press Release</i>	<i>See Press Release Template</i>
Monday Before Event	Customer Email 3	Create excitement - Event is this week! Technical Details <ul style="list-style-type: none"> - Browser Requirements - Mute/video options
Day Before Event	Customer Email 4	"Can't wait to see you tomorrow!"
Day of Event	Customer Email 5	We're Live!

* For each email, also do a social media post.

** Encourage vendors to mention the event (with a link) in their social media accounts and mailing lists.