



# Self-Service Email Campaigns

Prepare for a full house. Promote your event to up to 200,000 entertainment event-goers!

## Summary

Grow your sales and audience with self-service promotional emails that work within your budget. It doesn't matter if your event is for 100 people or 100,000, you'll get in front of the crowd by creating tailored Email Campaigns within the Eventfinda Promoter Portal. No more monkeying around with third-party email marketing providers.

Access over 200,000 engaged entertainment fans by sending emails directly to our subscriber list. Our active database wants to hear from you as they've already opted in to receive communications about events just like yours. Use our customisable templates to create your email design and select the relevant event categories and locations to create a segmented audience specifically for your event.

## What does it do?

- ▶ Send targeted and relevant Email Marketing Campaigns from within the Eventfinda Portal
- ▶ Access over 200,000 entertainment fans across all event categories from our subscriber list
- ▶ Customise your email with images, brand colours and logos in our simple email creation tool
- ▶ Promote your events to an audience specifically segmented for your category and region
- ▶ Review your selected audience size and campaign cost and adjust to best suit your budget
- ▶ Schedule your campaign and the Eventfinda team will review your email to ensure the best results

## How do I use it?

You will automatically have access to Email Campaigns.  
Each individual campaign will display a specific audience size and fee.



### STEP 1

Select Marketing – Email Campaigns from the navigation menu



### STEP 2

Create campaign – Give it a name, subject line and preview text



### STEP 3

Choose recipients – Select from all our entertainment categories and regions



### STEP 4

Design your email – Add text, upload images/logos and use your choice of colours



### STEP 5

Review your campaign details, email audience and fees



### STEP 6

Schedule & submit for review