

Goal

Our goal is to provide your establishment with simple tips for promoting events on social media. By following these tips, you should experience noticeably more chatter on social media and increased foot traffic on fight night.

SOCIAL MEDIA PROMOTION GUIDE

Recommended Social Network



Effective Post Themes

The content that you post should come from one of the content themes listed below. These are themes that are proven to engage patrons and drive foot traffic.

Note: it's best to order the event at least three weeks ahead of time so that you can be prepared. However, the most important promotion will be taking place days before the event. 71 percent of bar watchers plan where to watch a week to two days before the event.



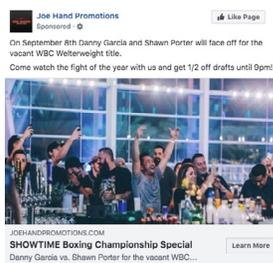
Fight Details

Who's fighting? When is it? Where is it? What are the major storylines?



Promoter Video Content

Promoters create video advertisements for each event. We have these videos available for free in [our marketing hub](#). Pair this video content with event details.



Specials from Your Establishment

Specials alone are great for bringing in customers. Add some straightforward specials to your event night. Post and promote them on Facebook to pack the house.



Promoter Video Content

Bar watchers love big tvs, multiple tvs projectors, etc. Be sure to tell your fans about your viewing experience. 30 tvs? 200" screen? Let them know!

How to Promote a Post

Recommended Budget \$5-100 per post

We recommend "boosting" at least one post per week to Facebook 2-3 weeks BEFORE the event. The week of the event **you should boost 3-5 posts.**

Step 1: Post

Make your Facebook post. Include video or photos. Event related imagery is available for free in [our marketing hub](#).

Option 1 (recommended for 500+ followers):

Promote to your current followers. They have already shown their support by following you, you're just telling them what they want to know!

Video (In this video we:)

1 Select Boost. **2** Promote to our followers. **3** Check the spend level. **4**-Select 1 day promotion. **5**-BOOST!

Step 2: Boost

There are two primary options for promotions on Facebook. Promoting to people who already like your page or promoting to a new audience.

Option 2

If you don't have many current followers, try targeting an audience outside of your base: We suggest trying locals that are interested in bar events:

Video (In this video we:)

1 Choose to promote to people we target. **2** Set our age targeting. **3** Select targeting to our area. **4** Browse to select people who are interested in live events at bars. *Note: Experiment with targeting options to make sure your audience is at least 1,500 people.* **5** After filling out the targeting criteria, do the rest of the steps from the first video.