



Manly Business Marketing Toolkit

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How your business
can leverage off events

Event marketing is a great way for businesses to connect with their target audience, drive engagement and boost sales. To make the most of your presence, increase brand awareness and generate leads, here are some effective strategies to consider.

Event sponsorship

Sponsorship gives your brand visibility and a strong association with the event. It can include logo placement, speaking opportunities and branding on event materials. Sponsorship is available at some of Council's signature events, please get in touch and we can let you know what events sponsorship opportunities are available.

Booth or stall presence

Setting up a stall at a Council event allows direct interaction with attendees. Businesses can showcase products, offer demos, distribute promotional items and collect leads.

Networking

Encourage team members to network with attendees, other sponsors and speakers. This can lead to partnerships, collaboration and valuable contacts. (Sign up Council's newsletter, Beaches Biz and Manly Mainstreet newsletters to be informed of networking events and EOI's that may suit your business).

The Manly Business Chamber exists to bring the local business community together, to support and encourage, to learn, grow and prosper. Business owners lead the Chamber, creating quality relationships, providing information, connections and advocacy. Monthly networking events are held through the Manly Business Chamber where you can build relationships with fellow businesses and share ideas.



Social media engagement

To leverage the event's marketing and make sure you reach a wider audience, tag Council and any other event partners or performers, utilise event hashtags, share live updates and engage with attendees on social media platforms. This increases visibility and fosters online conversations.

Get creative with content ideas, businesses can host live Q&A sessions or behind-the-scenes tours, run contests or giveaways tied to the event, and collaborate with influencers to broaden their reach. Posting highlight reels or recap videos after the event can also keep the conversation going and maintain engagement with your audience.

Email campaigns

Send targeted emails before, during and after the event to invite attendees to visit your store while they are in the area for the event or visit you at your stall if you are participating. Promote special offers and share valuable content related to the event.



Post event follow up

Follow up promptly with leads collected during the event with personalised messages, which can convert leads into customers. Recap the event on your website and social media platforms.

Partnerships

Collaborating with other businesses or influencers participating in the event can expand reach and credibility. You might think about co-hosting activities or promotions that enhance both of your brands' visibility.

Start your awareness/marketing campaign for the event early to allow time for people to learn of your involvement.

A few suggestions on how to do this:

- Contact the Manly Mainstreet Coordinators to see if there are assets that can be provided to promote the event such as social tiles. You can then reshare your post with the social tiles and tag Council.

- Send an email to your existing customer base letting them know about your presence at the event, including the timing and location of any special offers that you are promoting.
- Encourage your contacts/database to attend the event. Consider offering a special incentive for customers who post about their interactions with your business on social media and tag your business in their posts.
- Put flyers and posters of the event in your business premises and encourage customers to come and see you on event day for special offering/discount.
- Encourage your neighbouring businesses to also get involved, you could look to collaborate to entice people to visit your business on event day. Reach out to the [Manly Business Chamber](#) to discuss potential collaborations for promoting your event day specials through their social media channels. They might appreciate being tagged in your posts or stories, allowing them to reshare your content.



Don't forget to **tag @beachescouncil**
@hellomanly so we can share your content.

For more information please contact
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