

ACQUIRING NEW PARTICIPANTS *through* LEAD GENERATION

In the peer-to-peer fundraising event space, growing your event requires investment in new participant acquisition. Here's how to find your audience, come up with a message trigger that provides value and "hooks" your new lead, and then cultivate them.

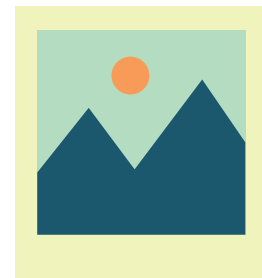


IDENTIFY YOUR IDEAL AUDIENCE

Create an Event Participant Profile for an audience that you're interested in attracting to your event. Once you've identified your audience, determine their likelihood of viewing your ads and content via mobile devices; always ensure your ad and any landing pages are all mobile-friendly.

ENGAGE WITH IMAGES AND WORDS

Target your demographic with what resonates with them. Choose images that will appeal to a brand-new audience. Don't assume that what you consider to be a key element of your event will connect with someone new.



PROVIDE SOMETHING OF VALUE

A discount or incentive reward can drive your leads toward your desired action. Depending on the cost of your event, special access to deals, announcements, and exclusive offers may strongly appeal to potential registrants.

TEASE TOWARD FUTURE CONTACT

You don't need to tell the entire story of your event right away. Keep them coming back for more!



**Do you need some extra support recruiting new participants? We'd love to help.
Visit us at Event360.com/contact**