



# **Maximizing Ticket Sales using Facebook**

**Taste of Home Cooking School**

**Updated: August 26, 2015**





# Overview

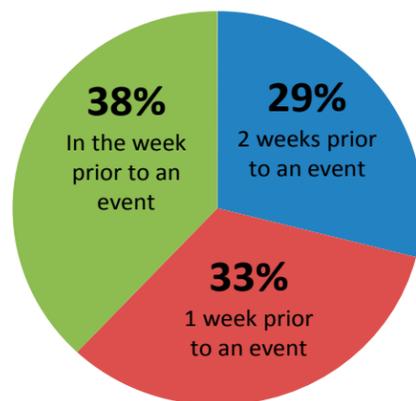
We highly encourage you to use Facebook to promote your upcoming Cooking School show. The guardrails outlined in this document will help provide structure to your promotional and social media plan, which have every potential of maximizing ticket sales. The following recommendations are ideas on how to fill seats, bolster profits, and have as successful of a Cooking School show as possible. Topics covered in this document include:

- Ticket facts
- Tips to successfully engage with your customers
- The importance of including visuals
- The optimal time and hour to post
- The significance of creating shareable posts
- Ticket giveaways and contests
- Facebook Events and Pages
- A sample posting schedule



It takes a concerted effort to sell out tickets to any event. Did you know the following about when tickets start selling out?

Industry standard for when events sell 1/2 of their tickets<sup>1</sup>



- Know my audience
- Engage with them
- Drum up excitement
- Run contests
- Post frequently
- Make my Cooking School show a “can’t miss!” event

So how do I maximize ticket sales?



# Engage

Be authentic with social media audiences, and always include strong calls to action. Be sure to excite about the Cooking School while posting engaging material that always includes a call to action with a link to where fans can click to learn more!

Include posts with emojis...

# 57

The percentage more “likes” posts receive when using emojis<sup>2</sup>

# 33

The percentage more comments and shares posts receive when using emojis<sup>3</sup>



Keep ‘em short and sweet...

# 23

The percentage more interactions in shorter posts<sup>4</sup>

# 250

characters or less experience 60% more interaction<sup>5</sup>

189 characters and a picture of delicious, ooey-gooney, cheesy enchiladas... Social Media gold!



Ask questions...

# 100

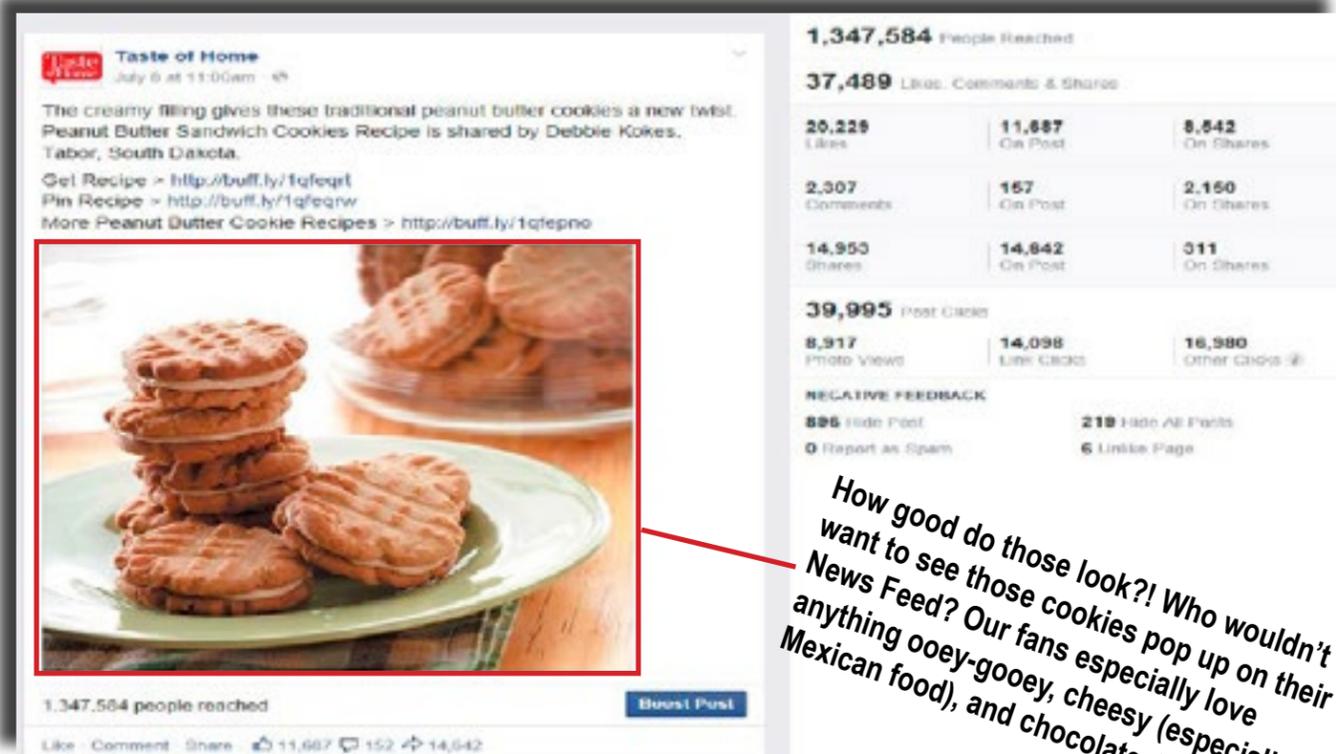
The percentage more comments posts receive that ask questions<sup>6</sup>





# Imagery

An easy way to be engaging is to share photos. Not only do photo posts get **39%** more interactions than links, videos, or text-based updates, but they also account for **93%** of Facebook's most engaging posts! Don't forget to include a call to action with a link in the description of the post to where fans can buy tickets!<sup>7</sup>



*How good do those look?! Who wouldn't want to see those cookies pop up on their News Feed? Our fans especially love anything ooey-gooey, cheesy (especially Mexican food), and chocolatey!*

**53** The percentage more "likes" photo posts receive<sup>8</sup>

The percentage more comments a photo post receives<sup>9</sup> **104**

**84** The percentage more click-throughs on links in photo posts than text-based posts<sup>10</sup>

- Feel free to use images from your Culinary Specialist's page, the Taste of Home Facebook page, and website. Please credit your source as tasteofhome.com and don't forget to include your call to action with your show's ticket link. You can also find great images on the Media Website in the "PR Tool Kit" and "Photo Gallery" sections of the website.



# Timing

"It's all about timing." Many people are on social media sites at work, but there are some who can't access social media until later in the evening. The typical Taste of Home fan is active on social channels during the day and through the evening. Your local market, however, may behave differently, so schedule accordingly.

**8:00am - 6:00pm**      **6:00pm - 1:00am**



- Post at different times throughout the day and week to maximize your potential reach and exposure.
- Our social media gurus at Taste of Home have learned that our fan base is most active later in the day, especially during 6:00pm-11:00pm.
- Thursdays and Fridays are the best days to post, and they have 18% more interactions than any other day.<sup>11</sup>

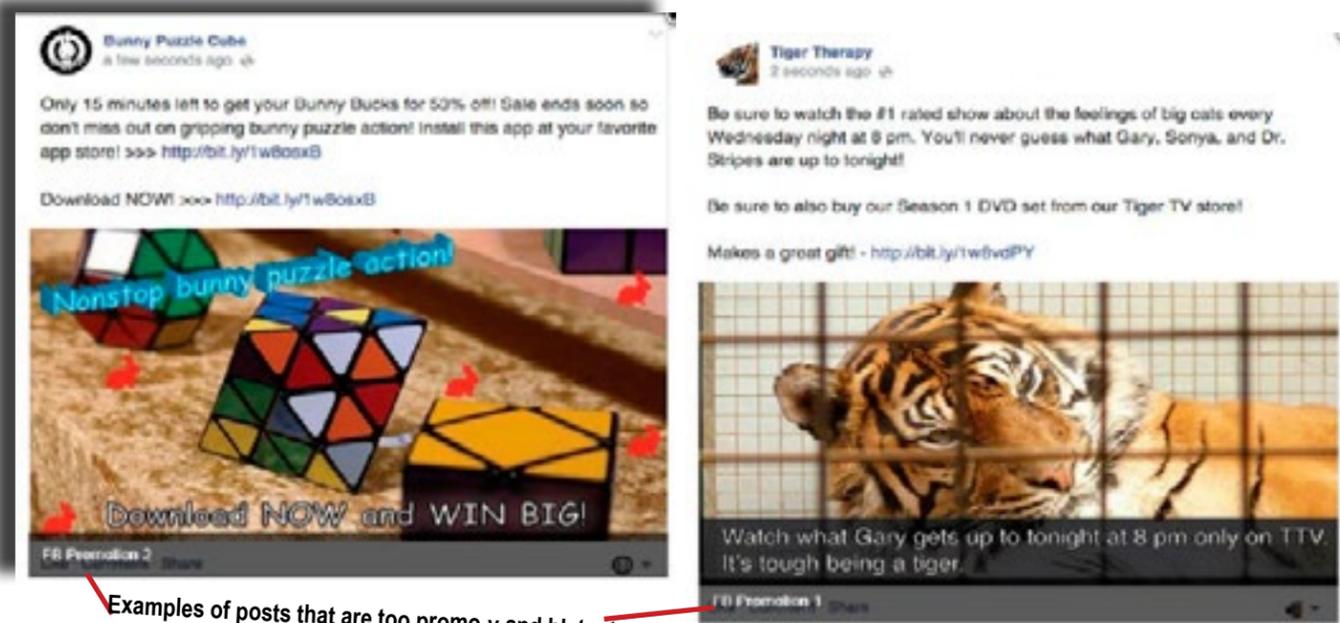




# Purchase Calls to Action

Facebook wants more... more of your money! Gone are the days of getting away with posting a blatantly promotional post; Facebook will punish you for that by hiding your posts from consumers' newsfeeds! The types of posts Facebook is cracking down on include:

- Creative and copy of posts driving to point-of-sale websites or products
- Updates pushing to a sweepstakes/contest (not supported with paid)
- Pushing products in an overly "salesy way"
- Using too many "trigger words" that could deem a post "promotional"
- Deal discount language "Buy Now, On Sale Now, etc."
- Links to product pages/offers



Examples of posts that are too promo-y and blatant, and ones that will be hidden from users' Newsfeeds

So how do we still post information about our show, while encouraging consumers to buy tickets, without getting our posts hidden by Facebook's new algorithm?

- Optimize Content
  - Post more visual content, and content that excites and engages your consumers in a positive way
- Link to a landing page; Facebook is catching on when businesses link directly to a point-of-purchase page, so link to a page on your website that has a direct link to where consumers can buy tickets to your show
- Buy an ad or pay to promote a post

\*Some posts can and will have direct CTAs and links; we encourage you switch it up so that Facebook doesn't hide your posts



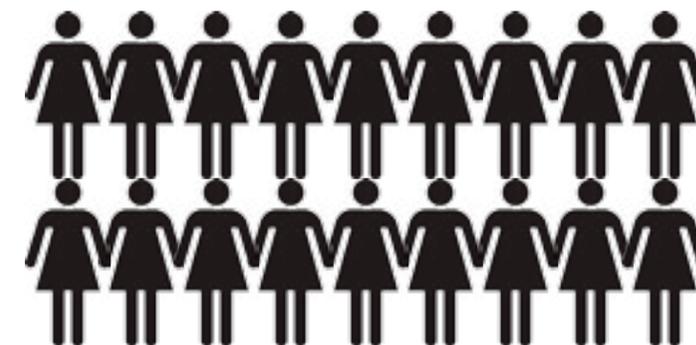
# Sharing

Sharing is caring.. for your bottom line! Encourage attendees and fans to share information about your Cooking School show, through photos, links, and ticket purchases, to increase impressions and promotion of your event!



262

The average number of friends of a Facebook user<sup>12</sup>



68,600

The potential reach if one Facebook user shares a post<sup>13</sup>

Include a call to action in posts to encourage sharing. "Friends don't let friends eat bland food! Spread the love by sharing with a friend who you know will love this!", or "Share this recipe with the biggest foodie you know - we guarantee they'll thank you for it!". Every time a post is shared, it is an opportunity to sell more tickets! But remember, don't be too promo-y!



Sharing really does matter! Just look at these results!



# Contests

Ticket giveaways are great ways to not only generate hype and excitement for your Cooking School show, but they are also great ways to build up your fan base! Just set aside a few tickets and post away!

### Contest Ideas:

- First-come, first-served - "The first 5 people to enter will win tickets!"
- Lottery - "Two lucky winners will win a pair of tickets to our Cooking School show!"
- Submission - "Submit your best looking dish for a chance to win!"

### Best Practices:

- Remember, you can promote your ticket contest on Facebook, but it is against Facebook policy to actually host the contest on Facebook. Instead have fans enter your ticket contest through your website or another medium (just like the below Taste of Home contest example that directed fans to a landing page on the TOH website)



### Pros of Ticket Giveaways:

- Build excitement around Cooking School shows
- Bolster social media followings and fan bases
- Create fun interactions with fans that will keep them engaged even after your Cooking School show



# Profile and Events

Bring even more attention to your Cooking School show by creating a separate Event on your Facebook page, or by creating a new page. Doing so will give fans one central place where they can obtain all the necessary information to buy tickets!



### PROFILE:

- Utilize your Facebook Profile Picture and Cover Photo as another great way to advertise your Cooking School show! Include show date, time, ticket information, and visuals.
- Highlight local sponsor involvement to create even more excitement around your Cooking School show.

### EVENT:

Creating a Facebook Event is another great way to highlight your Cooking School show. It's also relatively straightforward, and it requires minimal time. Mashable has a great how-to on setting up a Facebook Event, which can be found here: <http://on.mash.to/UelbiZ>





# Culinary Specialist Engagement

All of our Taste of Home Culinary Specialists have their own Facebook fan pages, with thousands of fans and lots of original content. Take advantage of their popularity to bring additional awareness and promotion to your show.



Big shout out to all my new friends in West Bend WI. Thanks for a great show and such a big Wisconsin cheese welcome. Great fun and a nice way to wind down the season. A special thanks to the West Bend High School Culinary students for all their great help



THANK YOU to everyone who attended the Marion, IL Taste of Home Cooking School last night! It was hosted locally by The Southern Illinoisan and I appreciate everyone's kind hospitality. 😊

Here are a few of the awesome photos from attendees. Be sure to check out the "recent posts by others" section of this page to see others. There are so many great ones!

Also, if your family likes pizza, check out this recipe for GRILLED PIZZA BURGERS. Yum! <http://www.tasteofhome.com/recipes/grilled-pizza-burgers>



## Specific Ideas:

- "Like" your Culinary Specialist's page, have him/her "like" your page, and "like" the Taste of Home fan page
- Share content from your Culinary Specialist's fan page on your page, and have your Culinary Specialist share your posts on his/her page
- To reach an even greater audience, don't forget to schedule your free geo-targeted Taste of Home Facebook blast. The request form is located in the "PR Tool Kit" section of the Media Website, and by clicking here



# Example Schedule

The following is an example schedule of different postings using our top tips and guidelines. We have a complete social media schedule and calendar for you to use, however you'd like, available on our planning website. Click [HERE](#) to access it!

Weeks Out From Event	Sample Posting	Purpose of Post	Suggested Time to Post
4 Weeks Out	Calling all foodies! The Taste of Home Cooking School is coming soon and you're invited! How delicious and how much fun does this look? (post sizzle reel) Don't miss out – click here to find out more!	Inform your fans that you'll be holding a Taste of Home Cooking School show. Post a visual example to increase excitement and post a link to where they can find out more information and buy tickets.	6:00pm
3 Weeks Out	Tonight's dinner inspiration, brought to you by the Taste of Home Cooking School (include picture of something ooey-gooey and delicious looking). How yummy does this look? Do you know anyone who would like this? Don't forget to come to the show on XX/XX (include link)!	Keep drumming up excitement to your upcoming show. Encourage your followers to share with their friends to garner more impressions and ticket sales. Include something that looks delicious, and the link to where people can find out more and buy tickets.	3:00pm
2 Weeks Out	A BIG THANKS to our friends at Kroger for supplying the ingredients for recipes like this one (include photo of recipe) for our upcoming Taste of Home Cooking School! They're going to ensure we're cooking with the finest products! Be sure to visit your nearest Kroger and attend the Cooking School on XX/XX!	Highlight sponsors/supporters that are making your show possible. This is another incentive for local business partners to participate in your show. Don't forget to include a visual and that all important link!	5:00pm
	We want to know: what's your favorite meal of the day? The Taste of Home Cooking School will be demonstrating all different types of recipes, everything from breakfast to dinner to dessert (insert a delicious dessert picture)! Get your tickets to learn new favorites for you and your family!	Ask a question to your social media following. This will engage them and get them to think about your upcoming Cooking School show! Again, always include a ticket link!	6:30pm
Week of Event	It's almost show time! Who's coming with you? Make sure to get your tickets so you don't miss our Taste of Home Cooking School on (insert date). With every ticket purchase, there will be gift bags, lots of prizes, and you can win everything made on stage! (include a picture, and a smiley face and a thumbs up emoticon)	Including emoticons humanizes your posts and emphasizes the fun, friendly, and positive brand image you, and we, at Taste of Home, have! Encourage users to bring friends to your Cooking School, and include that ticket link! J	8:00pm
	Are you ready for some delicious recipes from sponsors like Johnsonville and Egghand's Best? The Taste of Home Cooking School is here this week, and we're having an expo with local businesses beforehand! This is a night you don't want to miss!	Include information about our national sponsors – while some may not know of Taste of Home, they may know our sponsors, or local business sponsors, and may attend because of them! Also mention local business partnerships!	5:30pm
Day of Event	Today is the day! The Taste of Home Cooking School has arrived and we can't wait to whip up a fun and delicious evening! If you haven't gotten your tickets, click here to buy them now! We can't wait to see you all tonight.	By announcing that today is the day of the Cooking School, you're enticing fans who were previously on the fence about attending to buy tickets and come. Ultimate excitement is reached. Again, include a photo and the ticket link.	12:00pm



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