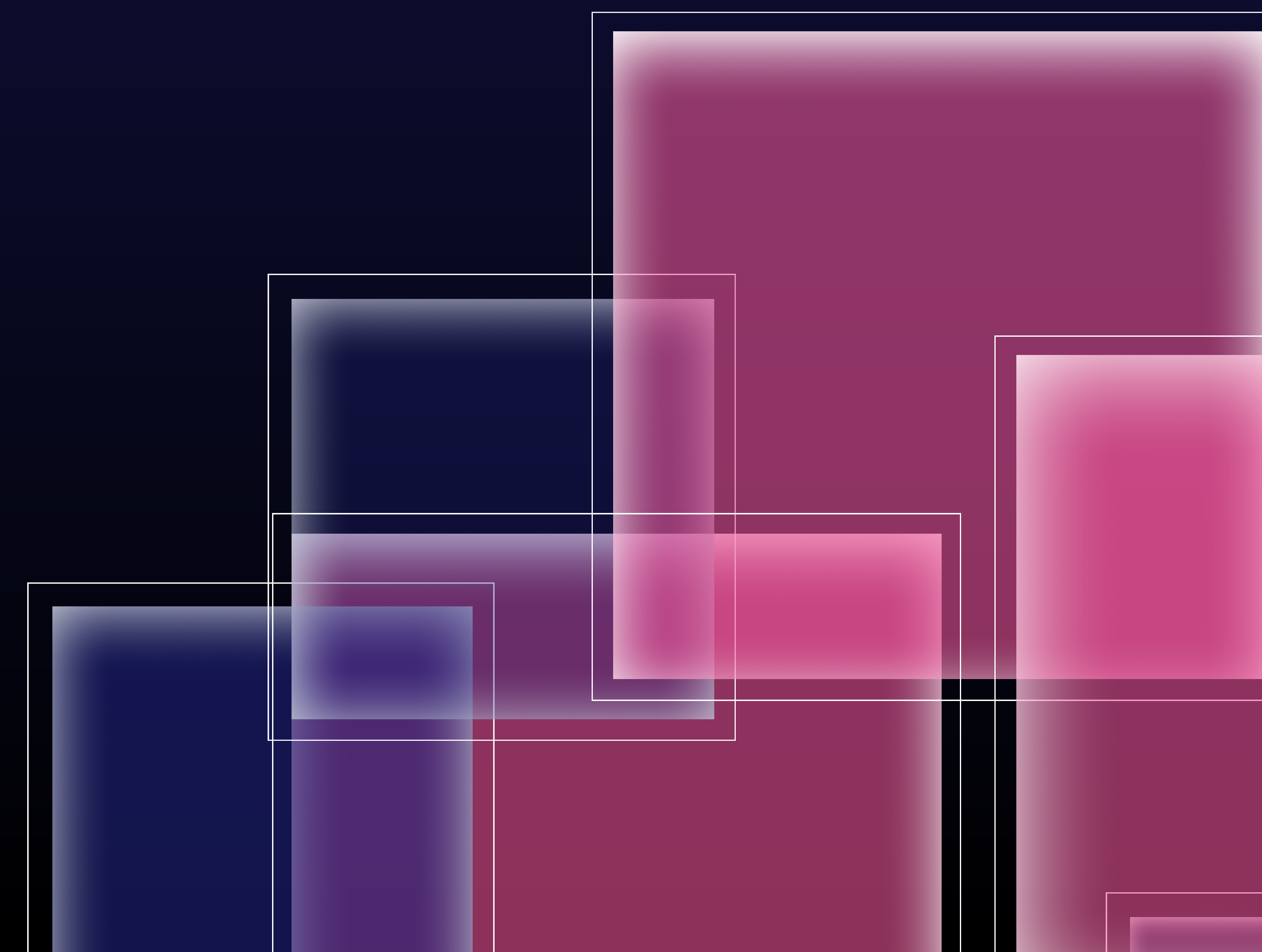


# Examples of Social Media Marketing for Events

Includes 25+ Examples



# About Lumix



## Our Mission

**We're here to help teams run better events, for better value, with less friction**

Great events rely on world class suppliers. And understanding the value of events depends on having the visibility to measure it

## Our Vision

**The central hub for smarter, faster, and more transparent supplier management**

We help event teams create stand out experiences without the chaos. With smart workflows and an expert team we bring clarity on your event spend

## Our Team

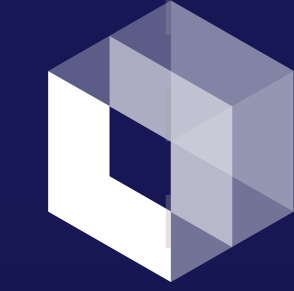
**Built by event industry experts**

Our team have run one of the biggest global event agencies for over a decade. Lumix was born out of this experience and the challenges they faced.

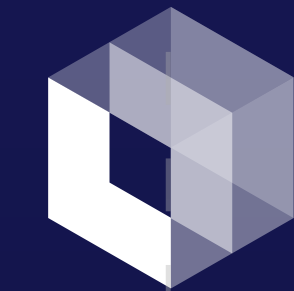


# Contents

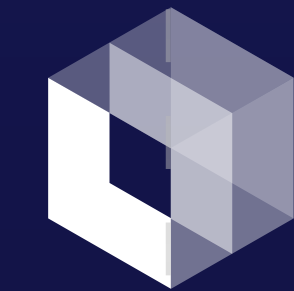
## Types of examples we'll explore



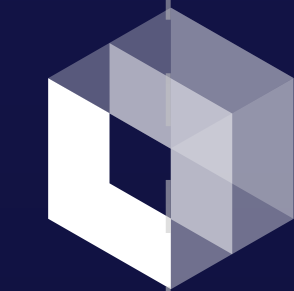
**Pre-show**



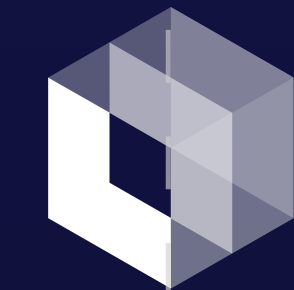
**Social proof**



**Destination**



**Aspirational**



**Content**



**Announcement**



**Sales / Urgency**

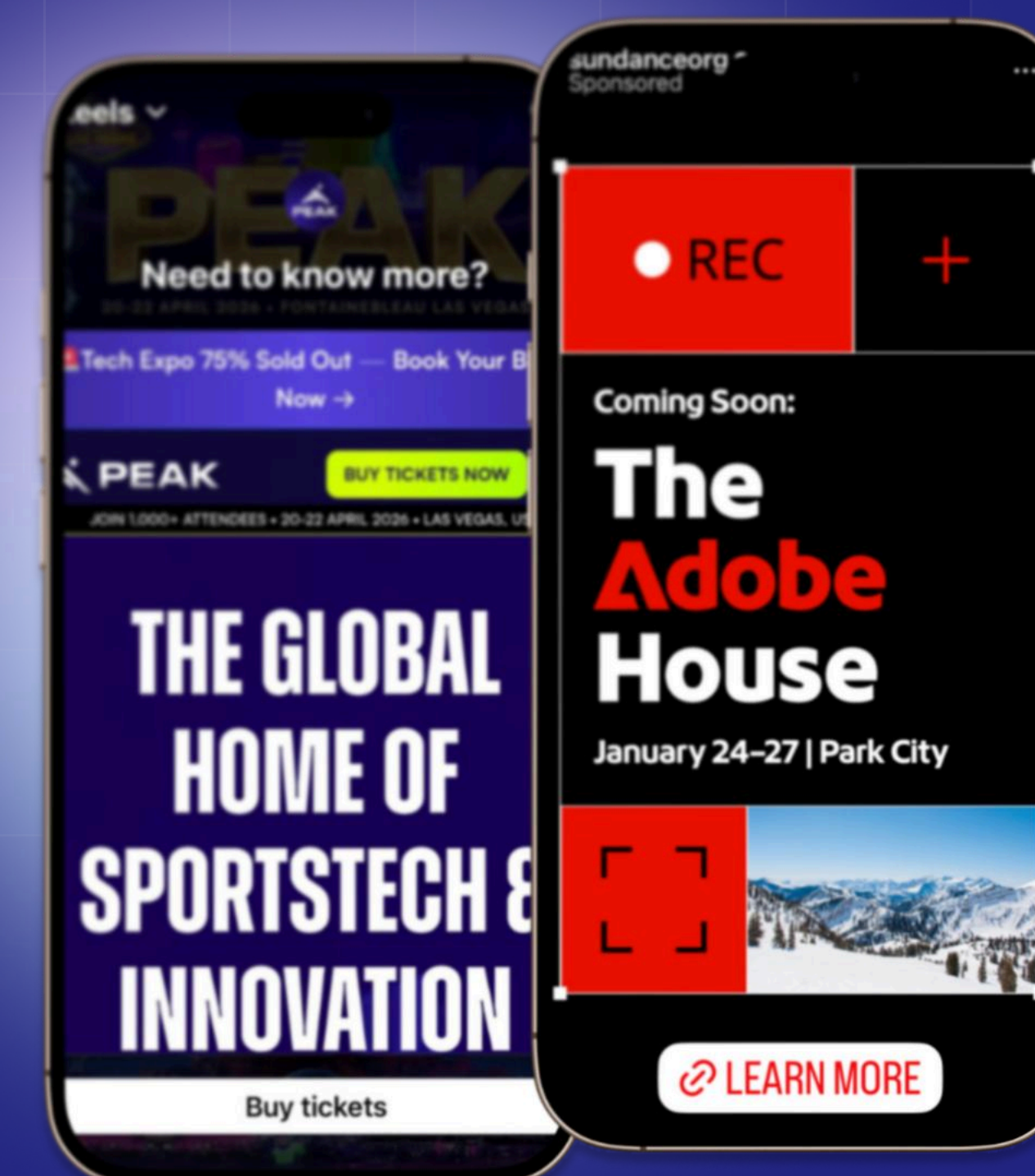


**Event content**



# Our full event promotion strategy

How To Promote Your Event On Social Media | Channels, best practices and real life examples.



[READ HERE](#)



# How Lumix can help your team

## Savings

### Gain visibility on your event spend through our benchmarking tool

We've collected 1000s of quotes across 1000s of briefs. We can help you gain visibility on the rates you're getting from event suppliers by benchmarking against this data. We find we save teams 30% on average with suppliers that are all available to partner with through Lumix.

## Expertise

### Match this with an expert service from our events team

Our team have been in the events industry for over 50 years combined. If you want to work with us after benchmarking your prices we can introduce you to our supplier management platform and events team to help you facilitate your next event.





# Where most teams start with event marketing

**12.5%**

of event teams  
use this channel  
for promotion

**Organic social**

Organic social is vitally important for event promotion and community building but alone doesn't have the reach and scalability to drive attendees and ticket sales.

Teams start here primarily there's a lower barrier to entry and less to go wrong vs paid social.

Below we'll explore how to create assets that work for paid social

+

**Email Marketing**

**54%**

of event teams  
use this channel  
for promotion

In our full guide we explain how email and social media can and should work hand-in-hand to fuel each other.

Like organic social there's a low barrier to entry to get started promoting your event via email. However, email needs to go beyond mass broadcasts.

You can read more about this in our full event promotion guide.



# The three pillars of paid ads

## Audience

### **Size and accuracy matter here otherwise spend will be wasted**

You need to define an audience that matches who you want at your event. The best way to do this is feed ad platforms with first party data (emails of customers from your CRM, website visitors etc) to create lookalikes. Don't waste money on the wrong audience

## Creative

### **Your creative needs to talk to your audience & what you want them to do**

The key to creative is volume. Messages and designs you think may have in impact might not, so don't put all your eggs in one basket. See what works and replicate the formula. Certain creative types work better at different parts of the funnel (objective) - for example harder sales and CTA's used on cold audiences won't always lead to conversions

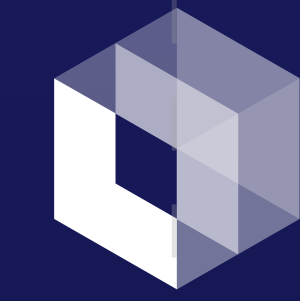
## Objective

### **It's not all about sales from step 1.**

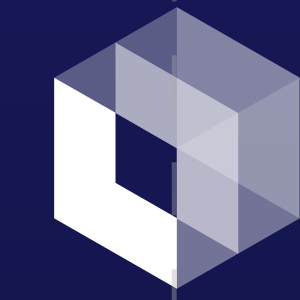
Your attendees don't follow a linear "see ad - buy ticket" journey. Your paid ads need to be set up firstly to build awareness and saturation. Buyers need well over 30 touch points before making a decision. Think about running campaigns in your ad platform that build reach and engagement before retargeting those that interact with your content and website to close ticket sales.

# Template

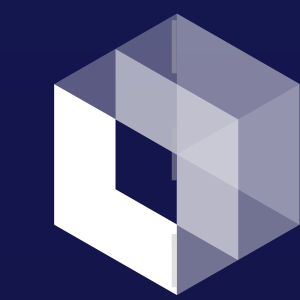
## A simple rule of thumb:



**Don't always aim for conversions on the first touchpoint**



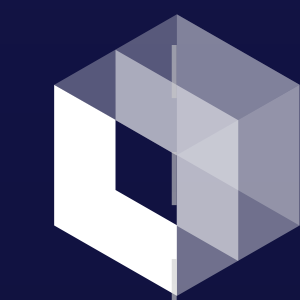
**Set campaigns up with a reach/prospecting goals first**



**Then retarget those that interact and engage**



**Aim to A/B test creative at those two funnel stages**



**A/B testing can follow the examples we show now...**



**Use highly engaged organic posts as a signifier for what works well on paid**



**Utilise actual event footage where possible**



**Staggered ticket releases can have a big impact**



**So too can promos and offers**



# Pre Show



Event registration is always on



Register attendees all year round to minimise risk



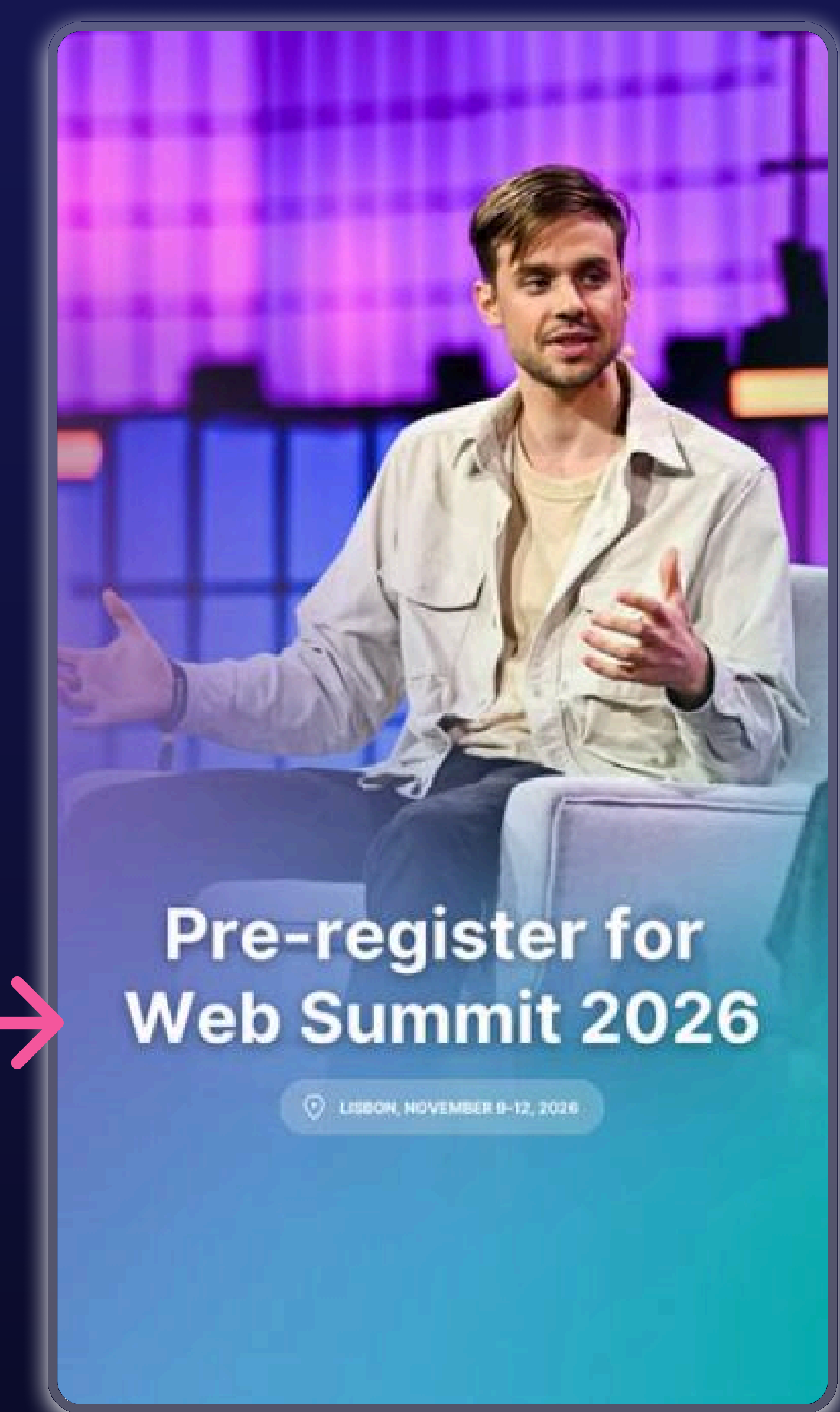
Use registrations to feed email strategy



Already lining up over 1 year in advance (written in 2026)

Lower friction CTA - not immediately selling but capturing intent

“Pre register” - allowing information capture to then retarget when tickets go on sale



# Social Proof



They help in building authority and engagement



You can achieve this through logo display, testimonials and speakers

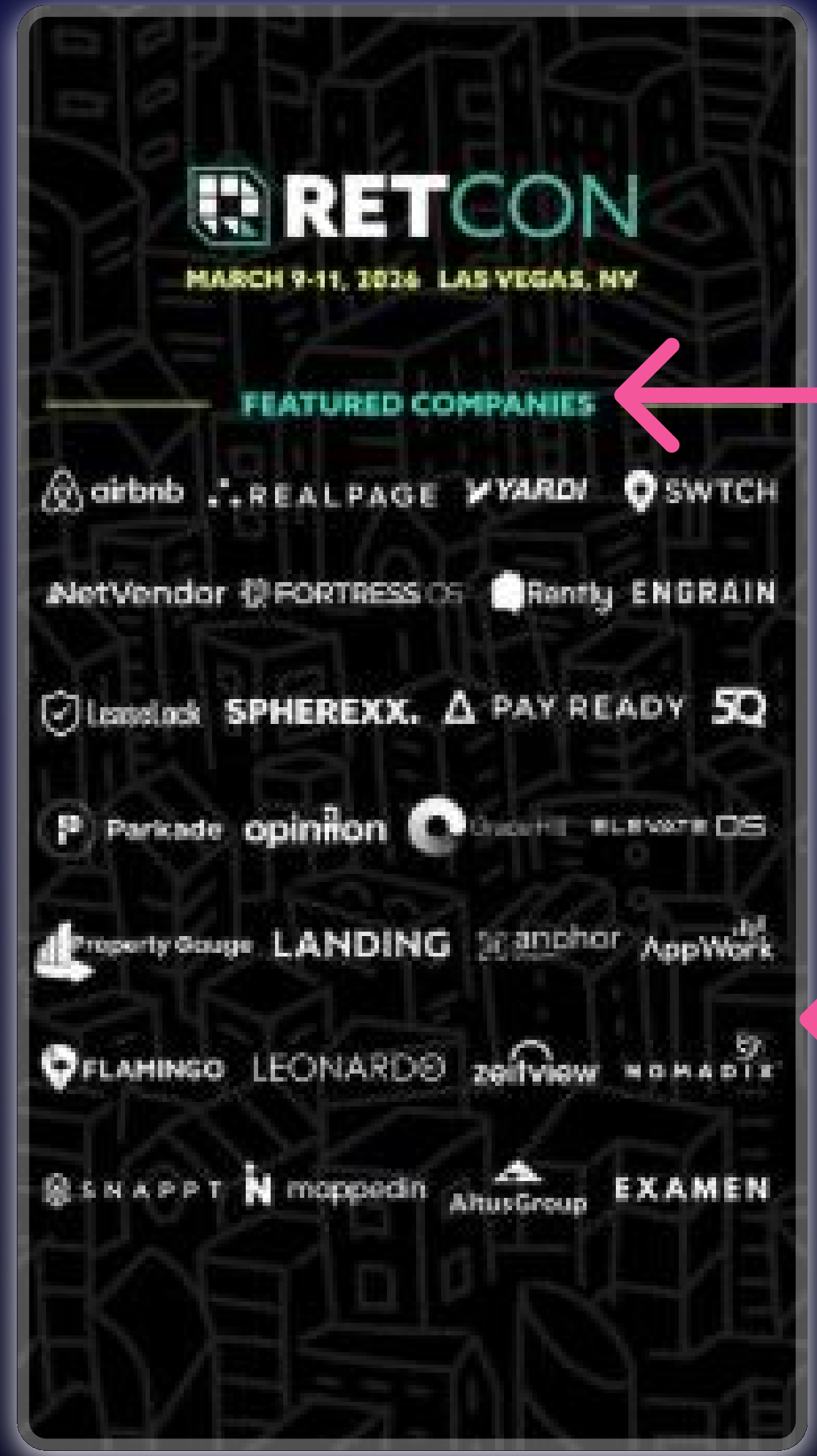


Use this to drive awareness and engagement to feed retargeting audiences later in the funnel



Using customer testimonials to create social proof - a tried and tested framework

Creating FOMO by using the big brand names that are already attending



Be clearer than “featured”. Are they attending or exhibiting?

Big list of big names



# Destination



Consider this if the experience element matters to your attendees



Again consider this in top/mid funnel to capture intent for later



Only works if you're in a desirable location



Still clear with dates and use of brand in the ad

Clever play on words with the image of Paris in the background

Aesthetic of this ad is really nice. It shows the vibrant colours of Miami

Use of a double CTA. Mixed opinions on this - worth testing



# Aspirational



Better to use earlier in the funnel



Easier to use for brands that already have higher awareness as you need less detail in the messaging.



Use of a big name speaker to drive engagement

Mixes this with urgency messaging which works well

Bad example of stock imagery.

This message works if it talks directly to their audience. Otherwise unclear



Creates FOMO with their tagline



# Content



Your event content still matters but focus on what people will learn rather than the sessions.



Personalise this to different audience types. Consider this when building your audiences!



Use high value speakers and get them reposting if you can to expand your audience



Displays an offer relevant to a certain type of content. This is super clever if they have audience segmentation set up to target these ads

Shows an actual session

Very inspirational title showing the practical learnings you can expect to gain



Promoting the headline speakers and contributors at the event to drive engagement

# Announcement



Clear, visually striking and simple. Sometimes this alone is the most impactful and will stop someone scrolling



Announcements are a key conversion driver but be careful not to over use



To much use will dilute their importance and engagement



Introduce more direct CTAs here as these ads work well for clicks and engagement

Another bold and striking example that will help stop people scrolling.



A nice clear CTA - clicks can be used to retarget people who are interested with urgency further down the funnel



# Sales (Urgency)



After you've built your awareness and captured intent it makes sense to introduce urgency



Don't be afraid to utilise this!



Think about dedicated landing pages or banners on your site to unify the message



Quite basic and not that striking. Misses the "so what" if you don't book now.

Use of a deadline and the clear benefit of getting ahead of the cut off



Very e-commerce inspired which cuts through.



Clearly labelled advantages of booking early with deadline below

# Utilising event content



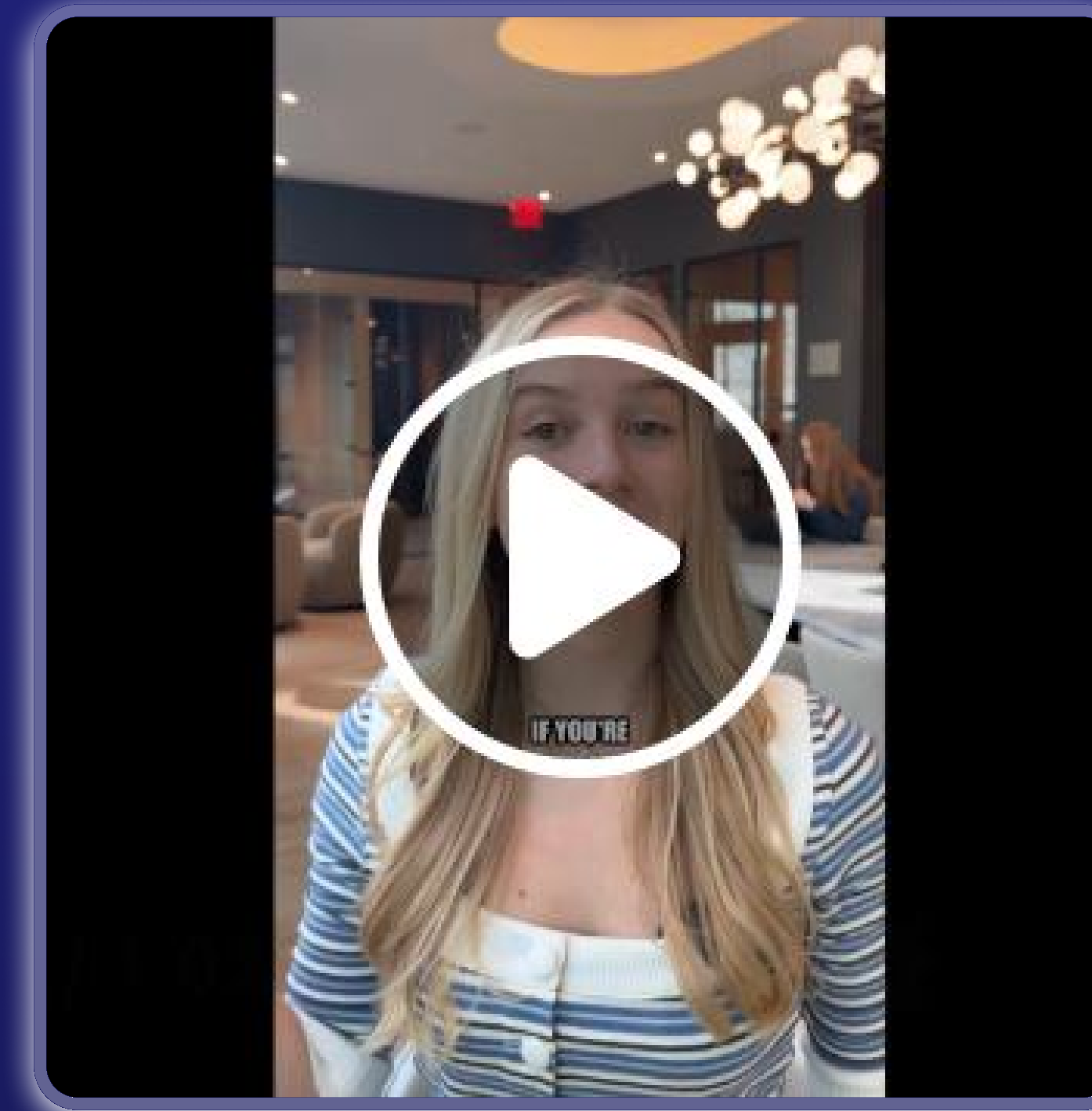
Your organic strategy and posts act as a great feed into boosting through paid promotion



Pick the posts that get the best engagement rate to boost



Think ahead of time. How might content you capture this year influence next year



This is UGC style content live from the event. Blends an organic style nicely with ad format

Clever use of content from current year show to promote the following year, used in ads later



A video showcasing their lounge. It talks about connecting, collaborating, and learning.



# Before you go, here's how we can help you

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