

Promoting Your Show on Social Media

By Jess Pearson

Throughout the country, we have seen several clubs and shows prosper while others fold and no longer host shows. How do some clubs succeed with shows and higher entries while others plummet? How do we promote shows and bring in more exhibitors?

According to Forbes Magazine, digital marketing is the second most effective marketing format, and only second to word of mouth. What does that mean? With over 80% of the population accessing the internet, and 90% of that number using mobile devices, so is the need to market shows and distribute information to members in the easiest, most effective format available. By 2030, it is predicted that 100% of the population will have access to a computer.

How does a club on a limited budget do that? The most efficient, cost efficient way to market your club's show is through social media. A variety of avenues allow clubs to be able to showcase their event: Facebook pages, groups, and events, having a single source

As a result, the show had less than half of their normal entry.

While the club did what they felt was the best course of action, and didn't necessarily do anything wrong, they limited their entries and their outreach. As a result, the club is no longer hosting the show which was once one of the largest in their area.

In scenario two, Twice As Nice Cavy Club created a Facebook event for their show. In the event, they posted flyers, special activities, judges, lunch menu, photos from last year's show, and listed times the building would be open the night before. Every time they posted in the group, the people interested in their event received a notification. As a result, the show doubled in entries, and they expanded from a one day show to a two day show.

You're thinking, *like this could ACTUALLY happen?* What if I told you that it did happen? Both scenarios are based on true events and true clubs (well names changed for obvious reasons) that actu-



for exhibitors to access your show information. Did you know that by creating a Facebook event, that fans and followers can add this event right to their digital calendars with the click of a button? They will be notified with reminders before the show as well.

But how do we get people to "like and share" our show flyer? Your friends will help share the flyer automatically to help promote your show. However, a few tips and tricks to reach a higher mass is quick and easy and hardly costs your club anything but a little time. One of the most common techniques is a "like/comment/share" contest. Try offering everyone who does "like/comment/share" or "tag three friends" a raffle ticket to be entered in a special drawing for a prize, or offer five general raffle tickets to each person who likes and shares.

Let's compare scenarios. In scenario one, Team One Cavy Club did not want to advertise their show via digital media. They felt that the best way to reach out to exhibitors was *the old fashioned way*. The club individually mailed flyers to each exhibitor who previously entered their show as their only form of promotion. They felt that personal flyers added to the personal touch and felt more inviting.

ally followed the exact scenarios listed.

Well what about the other 20% who don't use Facebook? Those members and exhibitors will continue to access shows they way they always have, whether through mailed flyers, word of month, the DR, or upcoming JACBA issues. By marketing digitally, you are not excluding these members but including a larger group of exhibitors in a faster, more effective way. You are not losing the personal touch with exhibitors by not mailing them a flyer to them personally.

Nowadays with many shows that are scheduled for the same weekend, the demand for judges, as well as show amenities, clubs need to be pro active and plan ahead. Exhibitors need to be notified of upcoming shows in the most easily accessible format possible. With the ability to reach a larger group of exhibitors, clubs should consider alternative means of communications such as social media. This is one of the most efficient way to market your show: Facebook does not cost money, and in return, you will be reaching a larger target audience for less than the cost to print paper.