

Eventbrite[™]

Social Media Marketing for Music Events

Smarter. Stronger. Faster. Further.



Eventbrite explores the financial impact of social sharing for event organizers and promoters.

Whether crowd surfing at a rock festival, busting a move at an EDM gathering, throwing hands up at a hip hop show, or wearing cowboy boots at a country concert, people love to gather with other music fans at festivals and shows. Over the last 5 to 7 years, these group-oriented, socially-driven live music events are among the fastest growing in the U.S.

Social networking is a natural driver for this growth, as fans share the fun and camaraderie that live music generates. Sites like Facebook, Twitter, YouTube, and Instagram are a primary pathway for spreading the word far, wide, and fast—from the moment someone buys a ticket until long after the roadies have loaded up the vans.

With so much of the world plugged into social networks, Eventbrite has been able to study the real impact of “social sharing” around music festivals and shows. While Likes and Shares are a significant source of powerful (and free) promotion, we’ve also calculated their dollar value and contribution to your bottom line.



Driving real revenue and awareness for music festivals and shows

As enthusiastic music-goers eagerly post and tweet about their event plans, Eventbrite has uncovered the actual value of each Facebook share and Twitter tweet through two key metrics:

- **Dollars Per Share** – the average value of the additional revenue earned by the organizer as a result of one act of sharing.
- **Visits Per Share** – the number of traffic visits to event pages driven by one act of sharing.

For events across all kinds of sounds and styles, we found that:

- **Facebook** shares were, on average worth about **\$4.15 in future ticket sales**, and generated **15 views back** to the ticketing page for that festival or show.
- **Twitter** meanwhile, drives nearly **28 event page views**, or almost **2 times the number of views** than Facebook, and **\$2.18 per share**.

FACEBOOK ADDS REAL CASH TO YOUR POCKET



Each share on Facebook:

\$4.15 in future ticket sales
15 page views per share



Each tweet on Twitter:

\$2.18 in future ticket sales
28 page views

**TWITTER REACHES
MORE FANS TO TELL THEM
ABOUT YOUR EVENT**

This means that every time info about an upcoming festival or show is shared by a user on Facebook, it drives about \$4.15 in additional revenue back to the event organizers. Twitter, in the meantime, drives more page visits to an event's ticketing page than any other platform.

By giving festival fans and music-goers the tools to share and keep the conversation about your event alive through Facebook, Twitter and other platforms, you can spark a network effect that spreads the word and makes a big impact on your total sales.

The vitality of social media: how participants share

When it comes to music festivals and shows, social platforms are a natural amplifier of goings-on and memorable moments. Plus, with smartphones now comprising more than 50 percent of mobile phones in the US¹, fans are more likely than ever to post updates, photos, and videos in real-time as the action is happening, and then after, as they recap stories with their friends.

Music event organizers can begin the social media chain reaction by offering tools for attendees to “like” and share their event before and after they purchase a ticket. Then they can keep the conversation going on Facebook and Twitter to count down and share the latest announcements and sneak previews. Encourage fans to share their excitement by asking them to share what they look forward to most or to answer topical trivia questions, and by offering “bring a friend” incentives.

Organizers should also use new technologies that tap into the social graph to show potential ticket buyers who else within their community is attending. Eventbrite’s “See Who’s Going” and instant “Social Notifications,” for example, increase conversion because people are more likely to buy a ticket to an event when they know other attendees. Combining this technology with tools that enable sharing adds real horsepower to your marketing engine.

TIPS FOR SPREADING THE WORD THROUGH SOCIAL MEDIA

Best practices to get the word out about your show:

- 1** Establish and grow your social media presence. Get to know your core audience both offline and online by “fishing where the fish are.” Listen as much as you share, and use those insights to start building your presence on networks such as Facebook and Twitter.
- 2** Socialize ticket buying right from the start. Create an eye-catching event page, and start the social chain reaction with integrated tools for attendees to share their excitement—before and after purchasing their tickets.
- 3** Build excitement with frequent updates and posts. Plan a calendar of updates with a variety of countdowns and incentives. Encourage your fans to share their excitement, camaraderie, and expertise as they get ready for your event.
- 4** Use data to act and react to social sharing. Take advantage of social media tracking tools built into ticketing platforms like Eventbrite to gauge the impact of your efforts, and refine your efforts accordingly.
- 5** Encourage sharing at the event. Our research shows that over 20% of music fans are actively posting on social media about the show, at the show—and the number is growing.² Provide signage, festival passes, maps and other collateral with your event hashtag to encourage attendees to share photos and videos with the rest of the community.
- 6** Create loyalty well after the event is over. Keep the iron hot by posting pics and videos of your event, being a dependable source of information, saying “thank you,” and asking for input about past and future events.

Implication for live music event organizers

Social sharing and discovery will continue to fuel the live music industry, driven by people's desire to share life adventures, passions, and discoveries. The widespread and growing adoption of mobile devices and apps will only accelerate our ability to seek, share, and buy on the spot.

Promoters and venues can capitalize on this fast-changing landscape by using a forward-thinking ticketing platform built around social behaviors.

We're excited to share the impact of social media on the live music business, and would love to continue the conversation around this marketing channel with you. If you'd like to know more or get started using Eventbrite for your event, give us a call at (888) 541-9753 or outside the US at 0800 652 4993.

HOW SOCIAL MEDIA ADDS REVENUE TO DIFFERENT TYPES OF EVENTS

	FACEBOOK		TWITTER	
Music & Entertainment Categories	Additional Revenue per share	Additional Page Views per share	Additional Revenue per share	Additional Page Views per share
Comedy	\$4.75	23	\$0.72	27
Food/Wine	\$4.27	18	\$4.31	32
General Interest / State Fairs	\$3.48	10	\$3.49	27
Movies/Film	\$2.83	15	\$1.75	34
Music/Concerts	\$4.49	15	\$2.29	25
Performing Arts	\$4.01	18	\$0.72	26
Other Entertainment	\$4.18	18	\$1.67	27

How we did it

To capture and analyze the data for this report, Eventbrite used a custom suite of social analytics tools that were developed entirely in-house. These tools allow you to see exactly how much revenue can be attributed to which “conversion funnel” drove the sale. Our reporting tracks and analyzes not only which sharing options our customers use, but also where on our site each share action takes place – right down to the button or link. We can also compare when in the process a Like or Share happened – before or after the ticket purchase occurred.

For the purposes of this report, Eventbrite defines social commerce as transactions that are driven through sharing on Facebook and Twitter.

Brought to you by...

Eventbrite provides a cost-effective, innovative ticketing platform to help music event organizers set up, manage and sell out their events. Ticket buyers find it easy to search and buy tickets online, and then share their excitement with their community. With more than 150 million tickets sold as of December 2013, Eventbrite is one of the fastest growing ticketing providers worldwide, powering more than 60,000 concerts and music festivals in 2013 alone. To find out more, go to <http://www.eventbrite.com/livemusic>.



Contact our experienced account management and event strategy team at 888-541-9753.

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1. comScore, Inc. Press Release, “comScore Reports September 2012 U.S. Mobile Subscriber Market Share,” November 2, 2012
2. Eventbrite Press Release, “Electronic Dance Music (EDM) Fan Behavior Differs Greatly From That of Other Music Fans,” June 17, 2013