

Eventbrite™

Social commerce

The true value of social media for festivals and conventions



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

Whether busting a groove, sipping the latest craft brews, or a geeking out among comic aficionados, people are living their passions at a booming number of festivals and fan conventions. Over the last 5 to 7 years, these group-oriented, socially-driven events centered on live music and entertainment, beer and wine, food, and pop culture 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 festivals generate. 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 festival stands have been struck and display trucks loaded.

With so much of the world plugged into social networks, Eventbrite has been able to study the real impact of “social sharing” around festivals and conventions. 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 festivals and fan conventions

As enthusiastic festival- and convention-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 registrations sold through a share.
- **Visits Per Share** — the amount of additional traffic generated by each act of sharing.

For festivals and conventions across all consumer interests areas and types, we found:

- 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 convention.
- Twitter meanwhile, drives nearly **28 event page views**, or almost **2 times the number of views** than Facebook, and **\$2.18 per share**.

This means that every time info about an upcoming festival or convention is shared by a user on Facebook, it drives about \$4.15 in additional revenue back to the event coffers. Twitter, in the meantime, drives more page visits to an event's ticketing page than any other platform. What's more is that specific interest areas, such as music, food and wine festivals, tend to drive even high social engagement and real dollars to a promoter's bottom line.

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**

By giving festival fans and convention-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 festivals and fan conventions, 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.

Festival and convention 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 festival 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.

	FACEBOOK		TWITTER	
Festival Category	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
Conventions	\$5.90	10	\$1.04	29
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

Implication for festival and convention organizers

The meteoric rise in popularity of many types of festivals and fan conventions is sure to continue, fueled 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.

Festival and convention organizers can capitalize on this fast-changing landscape by using a forward-thinking ticketing platform built around our social behaviors.

We're excited to share this latest examination of the impact of social media on the festivals and consumer events business, and look forward to continuing the conversation around this relatively new marketing channel with you.

How we did it

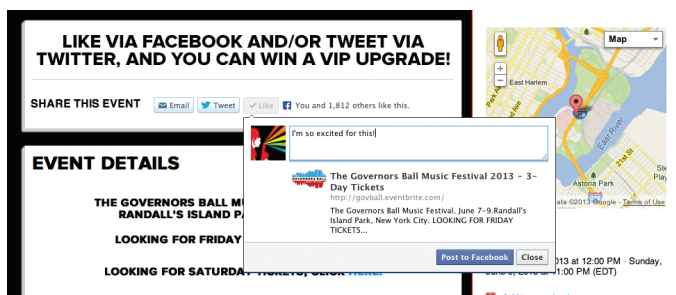
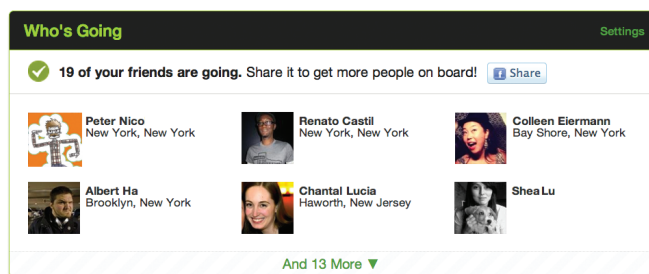
To capture and analyze the data for this report, Eventbrite used a custom suite of social analytics tools that were developed entirely in-house. These tools allow you to see exactly how much revenue can be attributed to which "conversion funnel" drove the sale. Our reporting tracks and analyzes not only 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.

TIPS FOR SPREADING THE WORD THROUGH SOCIAL MEDIA

Best practices to get the word out about your festival or convention:

- 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 and registration 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. Provide signage, event badges, maps and other collateral with your event hashtag to encourage attendees to upload photos and videos, and share their adventures at the event with the rest of the community.
- 6 Create loyalty well after the event is over. Keep the post-event 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.



Brought to you by...

Eventbrite provides a cost-effective, innovative ticketing platform to help festival, consumer event and convention 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 100M tickets sold to date, Eventbrite is one of fast growing ticketing providers worldwide and has powered more than 26,000 festivals since its inception in 2006.

To find out more, go to: <http://www.eventbrite.com/festival>

Eventbrite

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