

Market Event Promotion - Event Marketing Strategy



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Executive Summary



The Bandwagon Society developed a structured event marketing strategy to increase visibility and drive foot traffic at local markets. Research showed that customers were more likely to attend when they received clear pre-event communication, product previews, and reminders on social media. By posting market announcements, booth previews, and behind-the-scenes content, the brand significantly strengthened attendance, sales consistency, and customer engagement. Shoppers frequently reported coming specifically because they saw the promotional posts, contributing to higher transaction volume and stronger overall brand recognition. This case study concludes that consistent event promotion, clear booth visibility, and strategic product previews meaningfully improve in-person sales performance.

Introduction

Throughout 2025, **The Bandwagon Society** implemented a structured event marketing strategy to increase booth visibility, improve in-person traffic, and boost sales at local markets. The brand focused on social media promotion, booth presentation, and pre-event awareness to build anticipation and drive audience turnout.

The Opportunity

As markets grew more competitive, the business identified the need to:

Strengthen pre-event promotion to increase foot traffic	Communicate market dates more clearly	<i>Encourage followers to attend in person</i>
Improve booth visibility and recognizability	Build hype around new products debuting at events	<i>Create consistent expectations around where the brand would be each weekend</i>

Audience insights showed that customers responded best when they had clear, early notice of markets and could preview what would be available.

Strategy

The Bandwagon Society implemented a multi-touch event marketing approach:

Pre-Event Social Media Promotion	Market-Ready Booth Presentation
<ul style="list-style-type: none"> • Posting event dates 3–5 days in advance • Reels showcasing new products debuting at the market • Carousel posts with booth location, hours, and featured items • Stories reminders the night before and morning of 	<ul style="list-style-type: none"> • Updated booth layout to be more visually consistent • Redesigned signage that highlighted bestsellers, pricing, and bundles • Using color, vertical displays, and clear pathways to draw attention
Exclusive Market Offers	Community Engagement
<ul style="list-style-type: none"> • Highlighting the 4-for-\$10 Sticker Deal • Debuting new releases first at markets • Teasing limited-quantity items 	<ul style="list-style-type: none"> • Featuring behind-the-scenes table setup • Encouraging followers to come say hi • Sharing real-time market day updates in Stories

Execution

During each market cycle, the brand delivered coordinated promotional content:

- **Reels** announcing upcoming market weekends

- **Stories** showing packing, setup, and close-ups of new art
- **Countdown stickers** to build anticipation
- **Market maps** or directions when applicable
- **Product previews** specifically framed as “Find this at my booth this weekend!”
- **Photos and videos of the booth** once set up to help customers locate the table

In-person, the booth was optimized with:

- Pricing signage placed at eye level
- A visually cohesive table setup
- Easy-to-scan product displays
- Clear “You can find me here today!” branding

Results and Recommendations

Increased Event Attendance & Booth Traffic

Throughout 2025, the brand consistently saw higher booth traffic on markets where pre-event promotion was strong.

Higher Sales & Average Order Value

- Stronger foot traffic led to higher transaction volume
- The **4-for-\$10 Sticker Deal** performed best at markets with strong promotional lead-up
- Customers often mentioned they came because they saw the post ahead of time

Stronger Brand Recognition

Returning customers increasingly said:

“I saw you’d be here this weekend!”

or

“I knew what I wanted before I got here because of your posts.”

Community Momentum

Followers began sharing market content, tagging the brand, and bringing friends, resulting in organic reach expansion.

More Impulse Purchases

Posting product previews encouraged customers to “come grab this before it sells out,” driving scarcity-based behavior.

Key Learnings

Consistent pre-event promotion directly impacts event turnout and sales.

Customers respond well to seeing products in advance.

Visual booth consistency creates brand familiarity and trust.

Exclusive market offers increase urgency and purchases.

Stories and Reels significantly outperform static “announcement only” posts.

Recommendations

Continue promoting markets 3–5 days before each event.

Expand pre-event teasers showing new product drops.

Add “Find me this weekend” templates for faster posting.

Consider a monthly events roundup post for regular attendees.

Encourage user-generated content during events to boost reach.