

17 Ways to Advertise Your Calgary Event When You Have Low (or No!) Budget

1) Put it on Eventbrite

Even if you don't use Eventbrite to sell tickets or the tickets are free it's still important to put your event on Eventbrite. This is the number place that people like me, Avenue Magazine, and other news sources use to find out what's happening in the city. And Calgarians use it too! They may just stumble across your event and want to go! Eventbrite is free to use (they take a cut of ticket sales).

2) Put it on Showpass

Similar to above, even if you aren't using Showpass to sell tickets, it's still important to list it here as it's an often-used public calendar. Showpass is free to use (they take a cut of any ticket sales).

3) Create a Facebook Event

Another great free source of advertising. Create a Facebook event. Make sure the event is public and people will stumble upon it and find it. Don't forget to invite your friends and fam.

4) Put it on Kijiji

Desperate times call for desperate measures. Kijiji has an event section and it's free to list.

5) Put it on your website

Even if your website doesn't get a ton of visitors if someone heard about your event this is the FIRST place they'll go for more info. If you don't have info there they may give up their search.

6) Share it on your Instagram and other social media platforms

Make an Instagram post (or multiple posts) regarding your event. Make it look snazzy to draw attention. Post it on all the platforms you're on (twitter, facebook, tiktok, etc).

7) Put it on a highlight on your profile so it stays up

Post some stories regarding your event and save them on a highlight on your profile so it remains up past the 24 hour story timeframe.

8) Use the link in your Instagram bio

Send people directly to where they can purchase tickets or get more info.

9) Do a stories poll and then DM everyone who says yes

Make an Instagram story about the event and ask a question, like "Do you have your tickets?" Response options: "Not yet/No but I want to" Then DM everyone who responds with a 10% off code.

10) Do an Instagram giveaway for free tickets

A giveaway is good because it not only draws attention to your event, it also gets people to tag a friend in the post so they are doing the work of spreading the word on the event for you. After you draw a winner you can offer a discount code to those who entered but didn't win.

11) Send it to your email list

No better time to use that email list then now.

12) Share it on your personal social media

What can I say, if you're truly committed to the cause you'll share the event on your personal social media.

13) Ask your friends and fam to share it

The time is now to call in favors from friends and fam. Ask them if they mind sharing it in their Instagram stories or on Facebook.

14) Pay for Instagram ads

Okay, this isn't no budget, but you can do this for a pretty low budget. Start by boosting a post about the event for a small amount and then if you're pleased with the traction boost it again. Or if it's not doing well, you can always pause the ad.

15) Pay for Facebook ads

Similar to Instagram, start small and watch it. Pause the ad if it's not doing anything, add more dollars if you like what's happening.

16) Print some posters up and walk around town posting them

Don't forget the real world. Find community bulletin boards, coffee shops, university bulletins and other random places to put up your poster.

17) Cross promote with another business

Who else is involved with the event? Ask an event vendor or the venue to lend a helping hand and help promote it. After all, your success contributes to their success and likelihood of working together again.

If you're interested in working with me specifically, please reach out to info@yycsociables.com I have an all-local audience (Calgarians) who follow for information about local events and restaurant news.



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