Tugg Advanced Tools

The following techniques are not required, but can be useful for those comfortable with social media. Promoter Messaging and Promoter Analytics are two tools that you can use to help make your event a success.

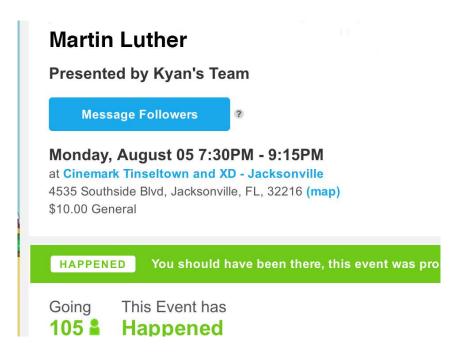## Promoter Messaging

Introduction

As the event "Promoter," you'll be able to directly message the people who have reserved tickets to your event or opted to follow the event. Through Promoter Messages, you can encourage your attendees to help spread the word about the event! The more champions you have for your screening, the better!

How to Access Promoter Messaging

Click the blue button at the top of your Event Page labeled "Message Followers" to send messages to all attendees.

Message Templates

You can use Promoter Messages to update attendees about your event and encourage them to also share about the event. Once your event is complete, you can message past attendees to let them know about your next screening or other events you are planning for the community.

Here are a few templates to get you started – remember to personalize these for your screening and mission.

Please Note: You'll note that whenever you start a new message, a unique event URL will be pre-populated into the message. Be sure to always share this link, as it will be important for using the Promoter Analytics tool as described below.

Template One: Event is Below Threshold

Subject:

Don't Miss This Experience – Only **[# DAYS]** to Get **[# NEEDED]** More RSVPs to "**Film Title**"

Body of Message:

Hi there!

Thanks for getting a ticket to our [FILM TITLE] event! I need your help...

This screening can only happen if we get ## more RSVPs in # DAYS, which is why I need you to tell everyone you know. We're almost there!

Share the Link: EVENT PAGE LINK

Here's what you can do right now:

1. **Buy a few more tickets!** Give the extras to your friends and family.
2. **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @TuggInc, [FILM SOCIAL MEDIA HANDLES/TAGS]
3. **Tell everyone you know about this experience!**
4. **Find 5 friends to pledge to sell 5 tickets each.**
5. Suggest members invite friends and neighbors. The film is a great outreach tool to get the conversation started**.**

This movie is meant to be seen together, so let's enjoy this film with our friends and family – share the link above and let's make this happen!

Best,
NAME

Template Two: Event is Above Threshold, General

Subject:

Spread the Word – **[Days Until Deadline]** More Days to Get Tickets to "[FILM TITLE]" Screening

<u>Body of Message:</u>

Hi there!

Thanks for making our [FILM TITLE] event happen!

Tickets are selling quickly – we only have **[Seats Remaining]** more seats available, so be sure to spread the word before tickets sell out!

Share the Link: EVENT PAGE LINK

Here's what you can do right now:

1. **Buy a few more tickets!** Give the extras to your friends and family.
2. **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @TuggInc,[FILM SOCIAL MEDIA HANDLES/TAGS]
3. **Tell everyone you know about this experience!**
4. Suggest members invite friends and neighbors. The film is a great outreach tool to get the conversation started**.**

See you at the show!

Best,
NAME

Template Three: Event is Tonight

Spread the Word – Only **[Hours Until Box Office is Closed]** More Hours to Get Tickets to Tonight's Event

Body of Message:

Hi there!

Thanks for making my [FILM TITLE] event happen and for spreading the word!

We're nearing the finish line – we only have **[Seats Remaining]** more seats available, so this is your last chance to tell everyone you know!

Share the Link: EVENT PAGE LINK

Here's what you can do right now:

1. **Buy a few more tickets!** Give the extras to your friends and family.
2. **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @TuggInc and [FILM SOCIAL MEDIA HANDLES/TAGS]
5. Suggest members invite friends and neighbors. The film is a great outreach tool to get the conversation started**.**

See you tonight and don't forget to print your tickets!

Best,
NAME

Promoter Analytics

Introduction

Tugg has built an analytics tool to help you understand where your attendees are coming from: Facebook, Twitter, e-mail, etc. Using this tool will allow you to better understand what type of promotion is working best.
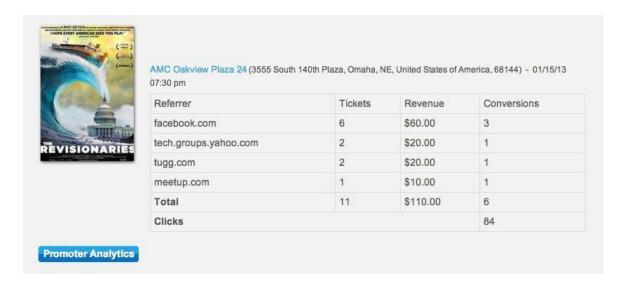
Unique URL for Your Event

In order to utilize the Analytics tool, you need to use the unique event URL that is located beneath the movie poster on your event page. You must be logged in to see your unique event URL. It will look something like http://www.tugg.com/go/emdgtl, for example. Always make sure to use this event URL when sharing your event.

Accessing Promoter Analytics

To access the Analytics for your event, visit the "My Analytics" section of My Tugg here: http://www.tugg.com/my_tugg/events/shared. You can then click the blue "Promoter Analytics" button under each event to get an in-depth look at where your ticket purchases ("Referrals") are coming from and when they occurred.