



## 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!

#### Send a message to followers

For Events  For Titles

To followers of these events

#4789 Martin Luther (Aug 05 07:30 pm, 47 followers)

47 follower(s) will receive this message

Email Subject

Spread the Word - 5 More Days to Guarantee (

Reply to

bill.smith@tugginc.com

Body

Thanks for helping support our screening of Martin Luther

These screenings only happen with the support of the audience, which is why it's important for everyone to help spread the word so we can bring this great film to the local theater. We currently need to sell 10 more tickets before the event deadline, and I know we can do it with your help!

Here's how you can help spread the word:

1. Sharing the event link below on Facebook, Twitter, etc. and ask folks to reserve their tickets now!

Path: n

### 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.

## Martin Luther

Presented by Kyan's Team

[Message Followers](#) ?

**Monday, August 05 7:30PM - 9:15PM**  
at [Cinemark Tinseltown and XD - Jacksonville](#)  
4535 Southside Blvd, Jacksonville, FL, 32216 ([map](#))  
\$10.00 General

**HAPPENED** You should have been there, this event was pro

Going **105** This Event has **Happened**

## 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

Body of Message:

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

### Subject

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.



Share This Event

Share Tweet Email +

Link <http://www.tugg.com/go/rv7wgf>

Spread the word about this event to help make it happen.



## Accessing Promoter Analytics

**AMC Oakview Plaza 24** (3555 South 140th Plaza, Omaha, NE, United States of America, 68144) - 01/15/13  
07:30 pm

| Referrer              | Tickets   | Revenue         | Conversions |
|-----------------------|-----------|-----------------|-------------|
| facebook.com          | 6         | \$60.00         | 3           |
| tech.groups.yahoo.com | 2         | \$20.00         | 1           |
| tugg.com              | 2         | \$20.00         | 1           |
| meetup.com            | 1         | \$10.00         | 1           |
| <b>Total</b>          | <b>11</b> | <b>\$110.00</b> | <b>6</b>    |
| <b>Clicks</b>         |           |                 | <b>84</b>   |

[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](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.

Promoter Analytics

