

## Marketing for Historical Society Events including Traditional marketing

Marketing for historical society events can be a unique challenge, as it requires capturing the attention and interest of potential attendees while also conveying the historical significance and value of the event. A multi-faceted approach that includes both traditional marketing techniques and more modern methods can be effective.

### Traditional Marketing Techniques:

1. **Print Advertising:** Consider placing advertisements in local newspapers, community newsletters, or other publications that your target audience is likely to read. Highlight the unique features of the event and what attendees can expect to experience.
2. **Posters and Flyers:** Create eye-catching posters and flyers that can be displayed in high-traffic areas like community centers, libraries, and local businesses. Be sure to include essential information like the event date, location, and any registration details.
3. **Brochures:** Design a brochure that can be distributed to visitors to your historical society or mailed to your membership. Include detailed information about the event, its significance, and any related exhibits or programs.
4. **Event Calendars:** Submit your event to local and regional event calendars, including print and online versions, to ensure maximum visibility. For example 'What's On Melbourne' and 'What's on CBD News'

### Modern Marketing Techniques:

1. **Social Media:** Use social media platforms like Facebook, Twitter, and Instagram to promote your event. Create a dedicated event page and post regularly about the event, including sneak peeks of exhibits or speakers, behind-the-scenes photos, and other engaging content.
2. **Email Marketing:** Create an email marketing campaign targeting members of your historical society, past attendees of similar events, and potential attendees who have expressed interest. Be sure to highlight what makes this event unique and why it's not to be missed.

3. Online Advertising: Use social media platforms to reach potential attendees who are likely to be interested in the event based on their browsing habits and demographics. This is done by boosting your event.
4. Influencer Marketing: Consider partnering with local social media influencers, well known people in the local community or historical societies with a similar target audience to help promote your event.

Regardless of the marketing techniques you use, be sure to emphasise the unique value of your historical society event, the historical significance of the venue, and any notable speakers or exhibits that will be part of the event. Additionally, don't forget to make it easy for attendees to register, purchase tickets, or RSVP by including clear instructions and links in your marketing materials.