

Success Checklist

- Set calendar live on event page
 - Ex: www.calendar.com/local-events
- Widgets
 - On home page
 - On sub-pages (Ex: Sports, Arts, Entertainment, Community)
 - Content widgets paired with online articles.
- Submission URL implemented on site footer
- Calendar on homepage navigation bar
- Evvnt promoted in advertising kit
- Promote event button
 - 5+ locations on site
 - in email signature
- Sales
 - Allocate resources (1FT/2-3PT people)
 - Complete sales training
 - Process sales leads
 - Claim in CRM
 - Add notes & data points
- Marketing
 - E-mailer to community announcing calendar
 - Bi-monthly e-mailer to event venues and event promoters
 - Train/demo event promoters about Evvnt (if applicable)
 - Online article explaining calendar & how it works
 - Promote weekly on social media
 - Facebook
 - Twitter
 - Instagram
 - Promote weekly in print and digitally (display advertising)
 - 1 Monthly article about calendar
 - Product updates
 - Include link back to calendar