

# BIA Toolkit: Virtual Events Promotion

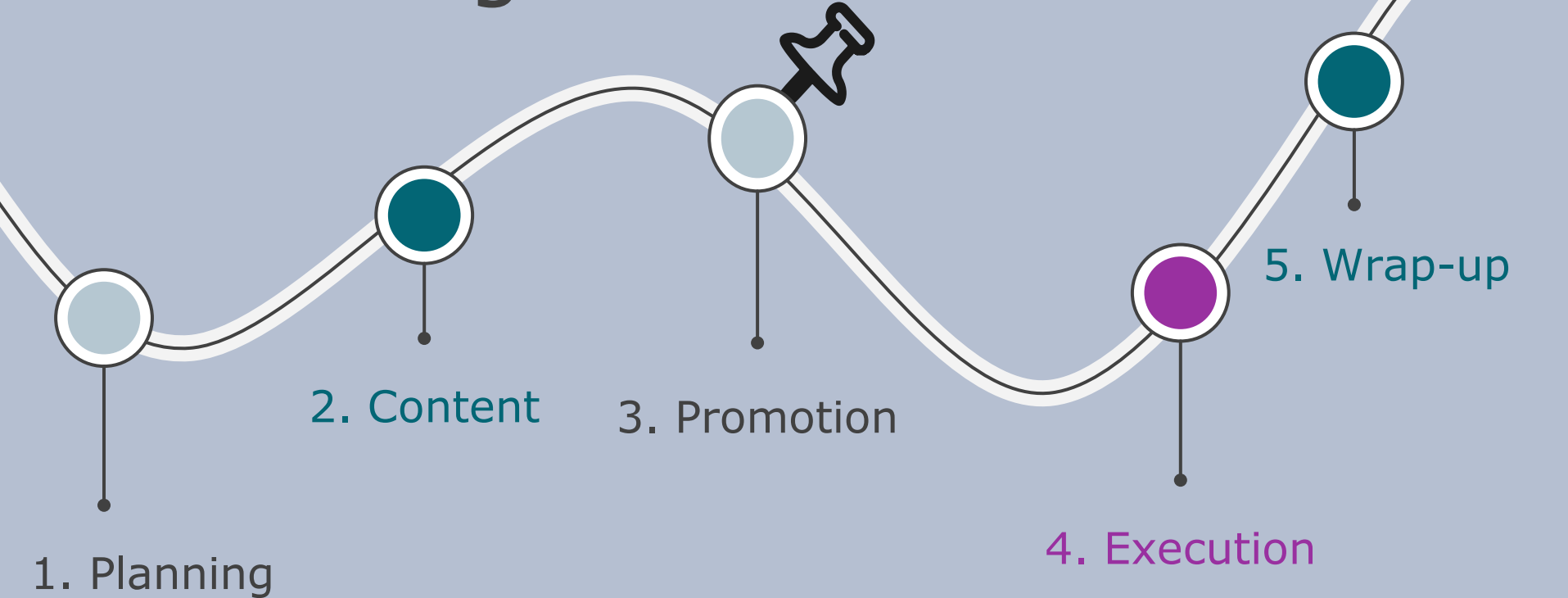
A step-by-step guide

*This project by the Riverside BIA was made possible  
thanks to the BIA Innovation Fund of the City of Toronto.*

*Riverside*  
BIA



# Virtual Events: Stages & Milestones





# 3. MARKETING & PROMOTION



# Promotional campaign

To promote and advertise your virtual event, use a mix of paid and non-paid digital media channels to drive people to your registration page:


- Organic Social media posts on Facebook and Instagram
- Paid Social media ads on Facebook and Instagram: use a combination of videos and carousels
- Google Ads: create targeted ads and ad groups
- Free event listings on different online media outlets
- Word of mouth: tag BIA members, friends, elected officials, associations, and influencers. And ask them to share the event on their social media profiles

Timeline for promotion: you need to start advertising at least three weeks before the virtual event date.

# Social Media Video Ads - examples

 **Riverside Neighbourhood**  
Sponsored · 

Riverside Eats Virtually! An evening with local chefs, for a good cause.



[HTTPS://RIVERSIDE-EATS-FOR-A-GOOD-CAUSE.EV...](https://riverside-eats-for-a-good-cause.ev...)  
**Riverside Eats Virtually!**  
On Wednesday, August 26, from 7-8pm, join us...

[Learn More](#)

# Social Media Carousel Ads - examples

 **Riverside Neighbourhood**  
Sponsored · 🌐

On Wednesday, August 26, from 7-8pm, join us for an evening virtually full of local food, fun, and fundraising! [...See More](#)



**Riverside EATS**  
Local Chefs. Feast Your Eyes.  
A virtual event for a good cause.

**Riverside Eats Virtually** [BOOK NOW](#) **Meet local**

 **Riverside Neighbourhood**  
Sponsored · 🌐

On Wednesday, August 26, from 7-8pm, join us for an evening virtually full of local food, fun, and fundraising! [...See More](#)



**FOOD**

**Meet local chefs** [BOOK NOW](#) **Wir**


 **Riverside Neighbourhood**  
Sponsored · 🌐

On Wednesday, August 26, from 7-8pm, join us for an evening virtually full of local food, fun, and fundraising! [...See More](#)

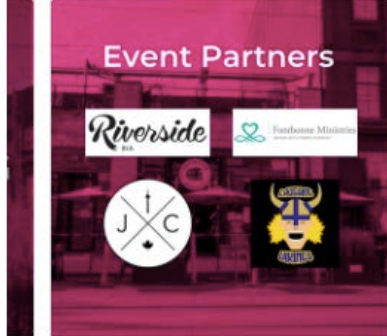


**FUNDRAISING**



**Support a good cause** [BOOK NOW](#) **Get tod**



 **Riverside Neighbourhood**  
Sponsored · 🌐

On Wednesday, August 26, from 7-8pm, join us for an evening virtually full of local food, fun, and fundraising! [...See More](#)



**Event Partners**

**Get your tickets today!** [BOOK NOW](#) **See**

# Social Media Carousel Ads - examples

 **Riverside Neighbourhood** Sponsored · 🌐 ...

Join our holiday cheer fundraiser virtually on Dec 12th and support the year-round operation of the local Rivertowne Breakfast Program. Meet Santa, our local performers, and chef all while supporting a good cause. You can also get your curated Riverside Antler Breakfast brunch box delivered to your doorstep to enjoy locally-sourced food!




**Riverside**  
**ANTLER**  
**BREAKFAST**


Join our 9th annual holiday cheer fundraiser virtually!

Support our good cause

Order your locally-sourced food


 **Riverside Neighbourhood** Sponsored · 🌐 ...

Join our holiday cheer fundraiser virtually on Dec 12th and support the year-round operation of the local Rivertowne Breakfast Program. Meet Santa, our local performers, and chef all while supporting a good cause. You can also get your curated Riverside Antler Breakfast brunch box delivered to your doorstep to enjoy locally-sourced food!




Order your locally-sourced brunch box

Meet Santa and our Santa Dog Copper!


 **Riverside Neighbourhood** Sponsored · 🌐 ...

Join our holiday cheer fundraiser virtually on Dec 12th and support the year-round operation of the local Rivertowne Breakfast Program. Meet Santa, our local performers, and chef all while supporting a good cause. You can also get your curated Riverside Antler Breakfast brunch box delivered to your doorstep to enjoy locally-sourced food!




Meet Santa and our Santa Dog Copper!

See more at eventbrite.ca

 **Riverside Neighbourhood** Sponsored · 🌐 ...

Join our holiday cheer fundraiser virtually on Dec 12th and support the year-round operation of the local Rivertowne Breakfast Program. Meet Santa, our local performers, and chef all while supporting a good cause. You can also get your curated Riverside Antler Breakfast brunch box delivered to your doorstep to enjoy locally-sourced food!



See more at eventbrite.ca

# Google Search Ad - examples

Online Event | Seasonal festivities |  
Riverside Antler Breakfast

**Ad** [www.riverside-to.com](http://www.riverside-to.com)

Join our holiday cheer fundraiser virtually on Dec 12. You are invited to experience the fun of the in-person event, virtually.

Meet Santa · Silent Auction · Support Local · Local ...

Types: General Admission Ticket, Brunch Box Ticke...

Holiday Fundraiser | Donate Now | A Free  
Brunch Box Delivered

**Ad** [www.linktr.ee](http://www.linktr.ee)

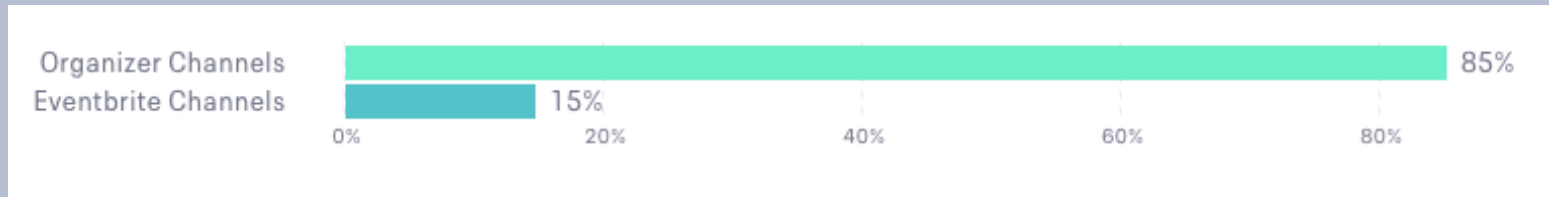
Join our holiday cheer fundraiser event on Dec 12. Donate \$50 and get a free locally-sourced lunch box delivered to your doorstep! Silent Auction. Support Local. Locally-Sourced Items. Types: General...



# Thinking about KPIs...

Other than the event Key Performance Indicators (KPIs) and metrics (see [Main Toolkit: Virtual Event Planning](#)), you can consider keeping track of:

- 1- The engagement level on your social media posts (comments, shares, and likes)
- 2- The impressions, CTR (click through rates), and number of clicks of your paid-media such as the social media Ads and Google Ads
- 3- The percentage of leads through Event Ticketing Channels (e.g. Eventbrite) versus the BIA's direct traffic and channels.



# Next...



[Virtual Events: Execution Guide](#)  
[\(Click to Return to Toolkit Page\)](#)