

## Understanding the Effectiveness of Social Media in Event Marketing

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### 1. Introduction

Managing events is not an easy task. It requires investment of time, effort and money. No organizer would like an event not to be successful. Event organizers want to ensure that the right target audience attends the event. An effective way of communicating to the target audience about events is through social media.

Social media as an umbrella term for web applications that allow users to share content and engage in two-way communication around various topics. Basically, if you can share and converse with others, it is considered as a form of social media.

Some of the most popular social media sites include:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Pinterest
- Instagram
- Snapchat etc.

Content sharing has been around since the very beginning of the internet. But this notion of two-way communication is what makes social media so powerful. The fact that you can have real-time conversations with people interested in your cause from all over the world can be hugely beneficial to the organizers. Social media is not a replacement for everything you generally do to promote an event. Patrick Shea, a marketing manager at HubSpot, makes the point in a webinar that social media should complement all of your marketing efforts when it comes to promoting an event. The event organizers can augment their presence with the help of social media. With thoughtful planning and implementation, social media can be used effectively to lure audience for an event.

### 2. Objectives

1. To understand the importance of social media in event marketing
2. To comprehend how social media influences consumers to attend events
3. To suggest ways of effectively using social media for marketing events

### 3. Methodology

The researcher administered questionnaire and conducted interviews for thirty students who are actively involved in organizing events for colleges. Four social medias