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Grow Your Business

5 Events to Create Lifelong Customers

Event Building Blocks Include:

- Community Involvement
- Store Branding
- Create an Experience for Customers
- Recognizing Event Opportunities



5 Community Event Examples That Work

- Make Music Day
- Social Media Live
- Instrument Petting Zoo
- Holiday (Pick One — Create)
- Charity (Volunteer)



**MAKE
MUSIC**
JUNE 21





Promote Your Upcoming Community Events

- Website
- Social Media
- Showroom

Create Buzz for Your Store

Olivia Dvorak
7pm

PianoTrends.com

Make Music Day
June 21, 9am - 9pm

Location:
Piano Trends Music & Band Company Showroom

Free Live Music
Instrument Petting Zoo
Free Casio Piano Give-Away
Performers

Olivia Dvorak
Guy Meets Girl-Felix&Fingero Duelling Pianos-Frank Lucas
Bobby Nelson-Daniel Soungny-Johel Benardick-Surgeon Guests
Band Contest for the Arts 8:30pm

Piano Trends Music Co
815.477.4266
PianoTrends.com

Upcoming
EVENTS

Branding Your Event to Your Store

- Word of Mouth
- Event Pages/Calendars
- Identify Event With Store



Check Points to Monitor Your Event Results

- Smiles
- Rinse 'n' Repeat Capability
- New and Repeat Attendees
- Opportunities to Connect
- ROI – Patience Is a Virtue



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