

25+ Creative Ways to Promote Your Event for Free!

- Create a dedicated event page on LinkedIn or Facebook.
- Publish social media posts advertising your event.
- Cross-promote your event with partner organizations.
- Host a giveaway for the chance to win free tickets.
- Go "live" on your organization's social media accounts.
- Create a fun TikTok video inviting people to sign up.
- Invite influencers to spread the word about your event.
- Post several Instagram stories featuring your event's hashtag.
- Design a poster or fun graphic for your event using Canva.
- Post your event's website in applicable LinkedIn groups.
- Create an email signature banner highlighting your event.
- Record a YouTube video that shares the benefits of attending.
- Create video content featuring past speakers and attendees.
- Run a targeted email marketing campaign.
- Offer a discount for attendees who refer a friend.
- Provide discounted tickets for larger groups.
- Invite local reporters or journalists to cover the event.
- Write a blog article that relates to your event's agenda.
- Invite speakers to share your event website on social media.
- Host an Instagram "takeover" with a guest host.
- Partner with local businesses to offer free tickets.
- Post your event for free on a website like EventBrite.
- Share your event in relevant, local subreddits.
- Create a dedicated event page on LinkedIn or Facebook.
- Post your event on Meetup to reach people with like interests.
- Share "behind the scenes" content on social media.
- Offer free downloadable content, like a guide to your event.