

# 22 Creative Ways to Promote Your Next Event for Free

- Create a Facebook group for event attendees to join.
- 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 Twitter 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 a link to your event's website in applicable LinkedIn groups.
- Create a custom email signature banner highlighting your event.
- Record a YouTube video that describes the benefits of attending.
- Create video testimonials 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 a Twitter or Instagram "takeover" with a guest host.
- Partner with local businesses to offer free tickets.
- Post your event for free on a website like EventBrite.