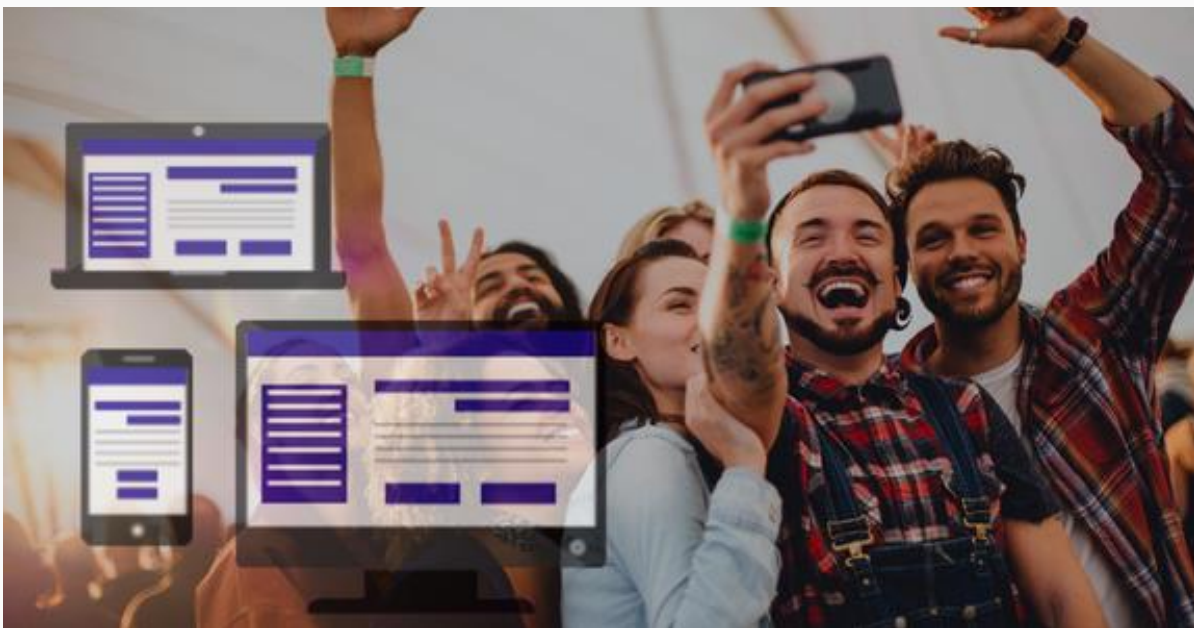




How to Promote Your Live Event: The Importance of a Dedicated Website



Dedicated Live Event websites boost credibility, increase attendee engagement, sell tickets, and attract sponsors.

A dedicated website is an important part of the marketing plan. In fact, it can do so much more than just sell tickets. A dedicated live event website builds credibility and attracts sponsors. It also provides a great place for fans to go for information about the artists, past events, or upcoming shows. Just few things a success event website can do:

- Provide one place for event information and updates
- Creates a basis for a solid brand
- Enables you to capture leads through email sign ups

Whether you're hosting a small live music event, a concert or a multi-day festival, your website is one of the most important tools you have to promote your live events. It should clearly explain what your event is about and why people should attend. A website dedicated to only one event will allow you to build credibility and trust with your audience by sharing information on the band, the venue, ticketing information and more.

Read our latest article to learn what important elements to include in your event website.

[Read Full Article](#)

Reasons to Build an Email List to Promote Your Annual Event

More Effective Than Social Media

4 out of 5 marketers said they'd rather give up social media than email marketing.



Higher Chance of Your Message Getting Seen

99% of email users check their inbox every day, with some checking 20 times a day.

Effective Marketing Tool For All Ages

74% of Baby Boomers think email is the most personal channel to receive communications from brands, followed by 72% of Gen X, 64% of Millennials, and 60% of Gen Z.



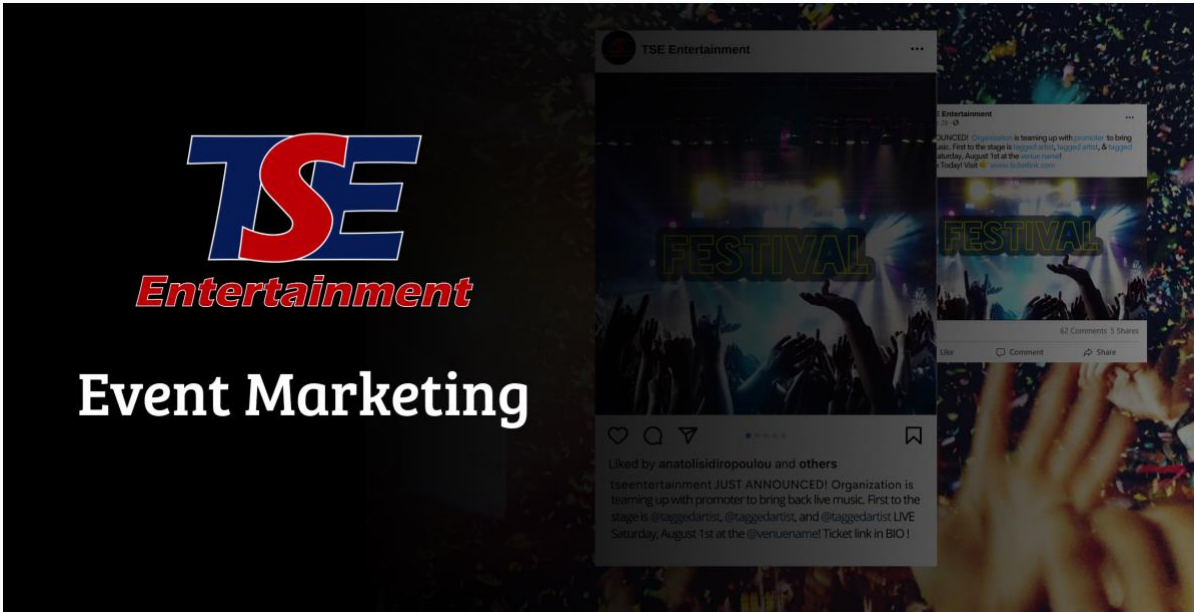
Your Email List Will Be Valuable For Years to Come

The global e-mail marketing market was valued at \$7.5 billion in 2020 and is projected to increase to \$17.9 billion by 2027.

Highest Valued Tool by Event Managers

84% of event managers still consider email the most effective tool when it comes to communication with customers and target audiences





TSE has a team of in-house professionals dedicated to marketing your live entertainment event. Our team takes a holistic approach to your event marketing, selecting the online and offline channels that will bring you the best success. Keeping your budget and goals in mind, we build a custom plan that will cover the broadest audience and make the biggest impact that your budget will allow.

Don't have an adequate budget for event marketing services? Ask us about covering your event marketing cost with the online booking fee associated with each ticket!

[Learn More](#)

**New Additions to TSE Entertainment
Featured Roster**



Rock Roulette features “Cian Coey” on lead vocals, Cian is currently co-lead singer with Mickey Thompson’s STARSHIP and formally with MEATLOAF. Her musical talent and stage performance is amazing as you might imagine. Additionally on guitar “Scott Van Zen” is a masterful player who was the lead guitar player for Brian Howe’s BAD COMPANY for many years. This band is amazing!

[See Artist Page](#)



Recap from Baytown's 2022 Juneteenth Celebration

Sample of Upcoming Client Events

- Freedom Fest in Sanger, TX
 - City of Baytown July 4th celebration
 - City of Mont Belvieu Concert 2022 Concert Series in Mont Belvieu, TX
-

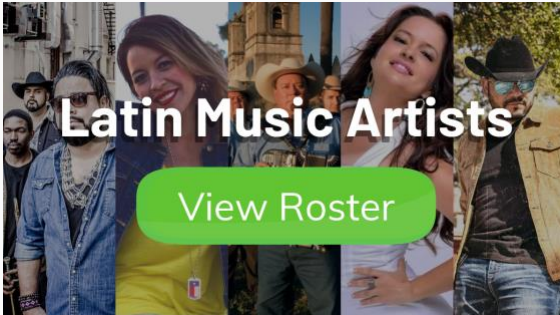
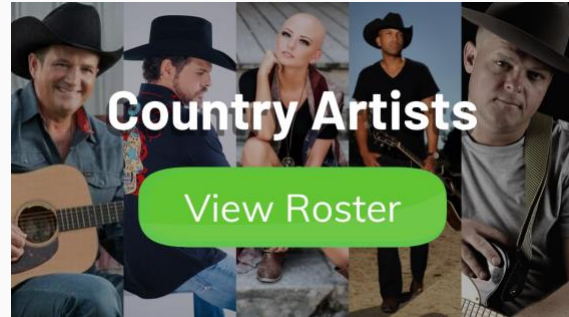


Client Testimonial

"We hired TSE Entertainment to produce our Uniquely Texan Spring Concert, and they were exceptional. From planning to execution I couldn't be more pleased with the entire TSE staff. I asked for a "turn-key" music festival and they made it happen -exactly the way I wanted it! They are professionals in the truest sense of the word. Thank you TSE for making our event a success!"

Toby Appleton
Marketing and Communication, Schreiner University

[See All Testimonials](#)



What Are You Waiting For?

Our Services Are **Free** Until We Find the Right Entertainment for Your Event

Call Us at 1-800-765-8203

Email: tsebooking@tseentertainment.com

Use our [Booking Inquiry Form](#)