Facebook Event Promotion %

This article provides instructions for launching the Facebook Event Promotion campaign that you can download for free from the Infusionsoft Marketplace.

This campaign contains a simple email series inviting contacts to check out an upcoming event listing on Facebook.

1. Download the Facebook Event Promotion campaign from the Marketplace

2. Setup the Campaign Field and Campaign Link

   This campaign points a contact to your event on Facebook. In this part, you tell the campaign the event name and your event's URL.

   1. In the upper left of the page, click on the Campaign dropdown and click on Merge Fields.
   2. Click the pencil icon next to Event Date & Time to edit the merge field value.
   3. Insert the event's date and time and click the Save icon.
   4. Repeat steps 2 & 3 for the Event Name.
   5. Click on Close in the lower right corner of this menu to close it.
   6. Click on the Campaign dropdown again and click on Links.
   7. Click Edit to change the Event URL.
   8. Update the placeholder URL with the actual URL of the Facebook event page and click Save.
   9. Click on Close in the lower right corner of this menu to close it.

3. Configure The Campaign's Date Timers

   All emails are written to be ready to send out-of-the-box. We just have to tell the campaign when the "Day Before" reminder email should go out.

   1. Double click into the Check Out Our Upcoming Event sequence.
   2. Double click on the first Date Timer.
   3. Configure the timer to go out one day before the event date during normal

> business hours; click Save.
> 4. Double click on the second Date Timer.
> 5. Configure the timer for one day after the event starts; click Save.
> 6. In the upper right corner of the page, click on Draft to change the sequence to Ready; click Back to Campaign in the upper left of the page.

4. Publish the Campaign

All items in this campaign by now should look light green/greyed out (like the Click to View Event goal). This means we can safely Publish.

1. Click the blue Publish button in the upper right of the page; this will display a list of all items to be published.
2. Click the green Publish button at the bottom of this list to publish the campaign.

5. Invite Your List to The Event

It is easy to manually add a group of contacts to this campaign.

1. Do a contact search for the segment of your list you want to invite to the event.
2. When you have the segment you want, from the Actions dropdown in the upper left of the search results, select Start/Stop a Campaign Sequence.
3. Select the 'Facebook Event Promotion' campaign from the second dropdown and then 'Check Out Our Upcoming Event' sequence from the third dropdown.
4. Process the action.