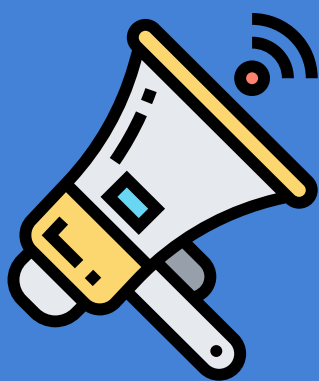# The PixiWeb Success Playbook

PROVEN METHODS FOR DRIVING EVENT ENGAGEMENT WITH PIXIWEB

GET THE WORD OUT!

Communication is everything! If your audience can't find your site or doesn't know what to expect, your engagement will likely be low. Don't let that happen by communicating regularly with your guests in easy-to-understand terms.

WHERE TO PROMOTE

Make sure that you're promoting your PixiWeb site link on all of your event collateral to make sure it's easy to find! This includes your event website or platform, your Facebook event page, printed materials, all of your event communication channels like invitations, emails, texts, chats and more.
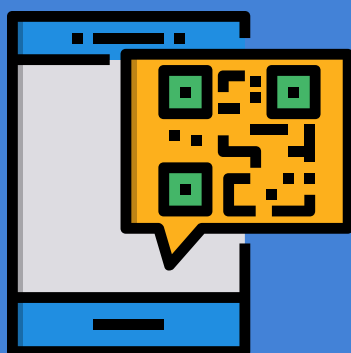
HOW TO ADVERTISE

Advertise your QR code & URL through all of the channels listed above and explain what to expect. You can hyperlink text or a button for a more native feel online. **Also, make sure users know that they can simply scan the QR code with their phone's camera app for best quality and ease of use.**

WHAT TO SAY

Let people know exactly why they should participate and let them know exactly what to expect. For instance: *"Add a picture to our event photo gallery to help celebrate the 10th Annual Pixi Awards! You'll be able to snap a pic or upload one from your camera roll to post to our shared awards photo gallery!"*

WHEN TO SAY IT

We suggest sending out a pre-event notification or two leading up to the event and another right when the event kicks off. During the event, we suggest another reminder or two depending on the event length. Finally, an "ending soon" reminder and a post event follow-up with a link to the final gallery. Reminders are key!

THINK OUTSIDE THE BOX

Some of our customers have come up with really fun ways to incentivize photo sharing and have had success with things like photo contests and giveaways. For example, they've done ugly sweater contests, take a photo in your company swag, and pet photos -- all to win a prize!