

Becoming the Talk of the Community

with Bryan Sweet, Founder of Sweet Financial Services

on the 

BEST
MARKETING
IDEAS PODCAST

EPISODE 17

HOW TO HOST A SUCCESSFUL CLIENT EVENT

Sweet Financial Services recently hosted an event featuring Chris Gardner, the real-life inspiration for the movie “The Pursuit of Happyness” that drew in over 1,700 community members. Find out how they succeeded below.

Strategy 1: Use Social Media to Promote Your Event

“We’ve done a lot of Facebook marketing,” said Sweet. “It’s very easy to get depressed about not getting results right away. And one of the things I found is you really need to be consistent in the delivery of your messaging. Instead of just stopping it when it’s not working, what you need to do is tweak it a little bit. Change a word or two.”

Strategy 2: Find the Right People

Sweet mentions that it’s not how but who. He said his team plays a key role in making sure these events are coordinated correctly. It’s also about finding the right people to speak at your events.

“It’s really about when you have something you need to do or a project, instead of saying, ‘how can I do that?’ or ‘how can my team do that?’ a different way of looking at is to say, ‘who is the best in the business at doing that and then how can I collaborate with them?’”

Strategy 3: Learn From Each Experience

Sweet hosted over 1,700 people at this event, yet over half of them did not RSVP until two days before the event.

“Fortunately through the years, we’ve developed the checklists and the mindset where we know those things happen.”

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