

UNLEASH THE POWER OF YOUR EVENT

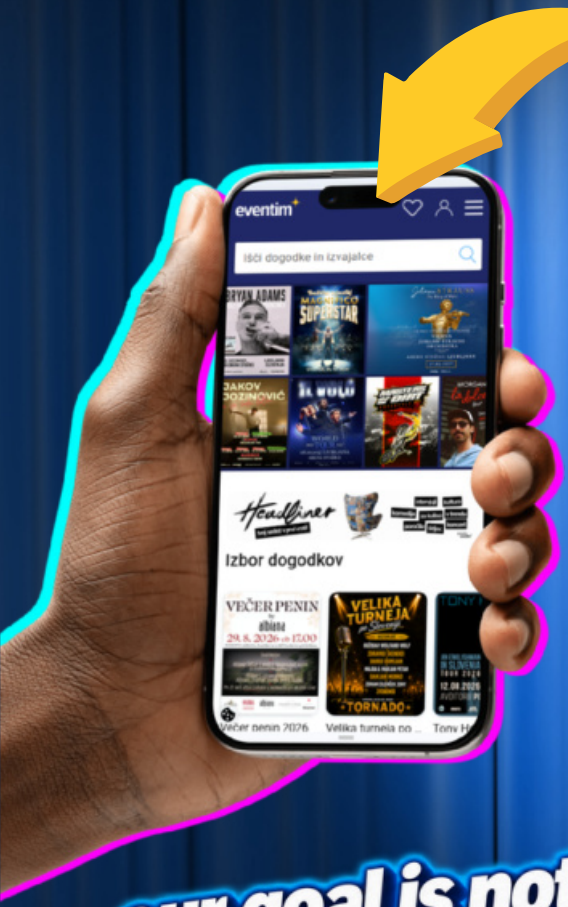
Marketing guide for effective promotion

marketing guide 2026

your event in the spotlight!

eventim

Eventim is more than just a ticket provider – it's your ultimate partner for promoting your event. We design carefully crafted, tailor-made marketing packages to suit your needs. Our team offers optimal, customized solutions to ensure your event gets the attention it deserves. With a wide range of marketing activities, Eventim is your go-to destination for exceptional event promotion.



selected position

We record over **2 million visitors** to our website annually, with nearly 25 million page views on eventim.si.

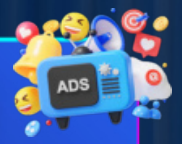
marketing 360°

We connect the website, social media, email newsletters, digital campaigns, traditional advertising, and analytics to create a coordinated promotional strategy, increase event visibility, and drive ticket sales.

social networks

We have over **110,000 loyal followers** on social media, where we regularly manage both organic and paid posts and run specialized advertising campaigns.

targeted advertising



Through targeted advertising on digital channels, we attract even more visitors. We can create comprehensive promotional campaigns tailored specifically to your needs.

our goal is not just to sell your event, but to SELL IT OUT!

e-promotion

Our database includes more than **380,000 email newsletter subscribers**. We can feature your event in our regular newsletters or create a dedicated email campaign for a selected target audience.



standard offer

Offer valid from 1. 1. 2026

eventim

Event management and promotion

- up to two free changes to the event artwork or description,
- preparation of basic event graphics*
- preparation of graphics for Google, Facebook, and Instagram campaigns**
- setup and optimisation of Google, Meta, and TikTok campaigns.

*The organiser provides the basic artwork and ensures that all necessary copyrights and usage rights have been obtained. Eventim adapts the artwork for publication across its own channels. A maximum of two revisions is included.
Artwork formats: 1240 × 480 px, 444 × 444 px, 312 × 396 px, 632 × 396 px, 1920 × 1080 px, 1080 × 1080 px, 1080 × 1920 px.

** The organiser provides the basic artwork and ensures that all necessary copyrights and usage rights have been obtained. Eventim adapts the artwork for Google, Facebook, and Instagram campaigns. A maximum of two revisions is included.
Artwork formats: 250 × 250 px – Square, 200 × 200 px – Small Square, 468 × 60 px – Banner, 728 × 90 px – Leaderboard, 300 × 250 px – Inline Rectangle, 336 × 280 px – Large Rectangle, 120 × 600 px – Skyscraper, 160 × 600 px – Wide Skyscraper, 1080 × 1080 px, 1080 × 1920 px.



PROMOTE!

Ignoring online marketing is like organizing an event and telling no one about it.

social networks

Together, we have **more than 110,000 followers** across our social media channels.

eventim.si instagram

followers: 19.500 | yearly reach: 4.510.000

eventim.si facebook

followers: 74.000 | yearly reach: 9.836.000

eventim.si tiktok

followers: 12.000 | yearly reach: 4.988.000

eventim.si youtube

videos: 47 | views: 66.700

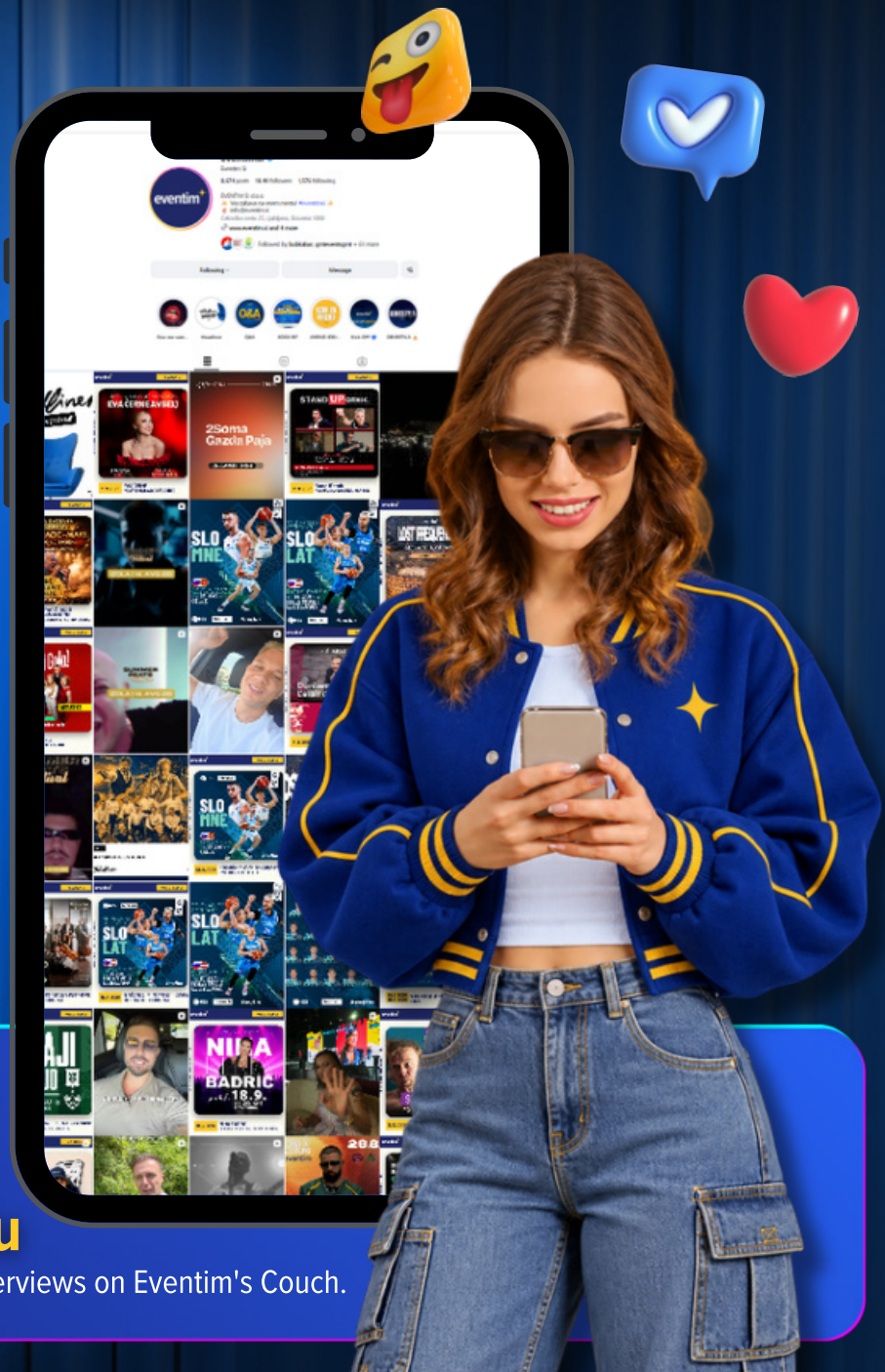
eventim.si linkedin

followers: 446 | yearly reach: 10.500



series: #nakavču

already features 14 exclusive interviews on Eventim's Couch.



DISCOVER THE WORLD OF TIKTOK

"JOIN US IN THE DIGITAL WORLD, WHERE MUSIC AND COMMUNITY BRING PEOPLE TOGETHER!"

WITH EVENTIM!



VENUE PRESENTATIONS
TIPS, TRICKS AND HACKS
EVENTIM REACTS
EVENT ANNOUNCEMENTS
PERFORMERS UP CLOSE
FIND INFLUENCER
MEET THE FANDOM

follow @Eventim.si on TikToku!

MOST POPULAR CHOICE

TikTok package S

A | Creation of creative scripts | 2 SCRIPTS
B | Preparation, production, and filming of vertical video content for event promotion (scripts, equipment rental, production, post-production, copywriting) | 2 POSTS



1 month of promotion

TikTok package M

A | Creation of creative scripts | 4 SCRIPTS
B | Preparation, production, and filming of vertical video content for event promotion (scripts, equipment rental, production, post-production, copywriting) | 4 POSTS



2 months of promotion

TikTok package L

A | Creation of creative scripts | 6 SCRIPTS
B | Preparation, production, and filming of vertical video content for event promotion (scripts, equipment rental, production, post-production, copywriting)) | 6 POSTS



3 months of promotion

headliner, your first choice for news

We already count **more than 100,000 loyal readers** on our portal.

eventim

Eventim **HEADLINER** is your source for news and inspiration about live events – from music and sports to culture, comedy, and shows.

Discover new artists, outstanding performances, and events worth experiencing. If we help you find a new favourite or the perfect live experience, our mission is accomplished.



Headliner
your front-row seat!

interviews | comedy | reports | behind the scenes | culture | trending | concerts | snapshot

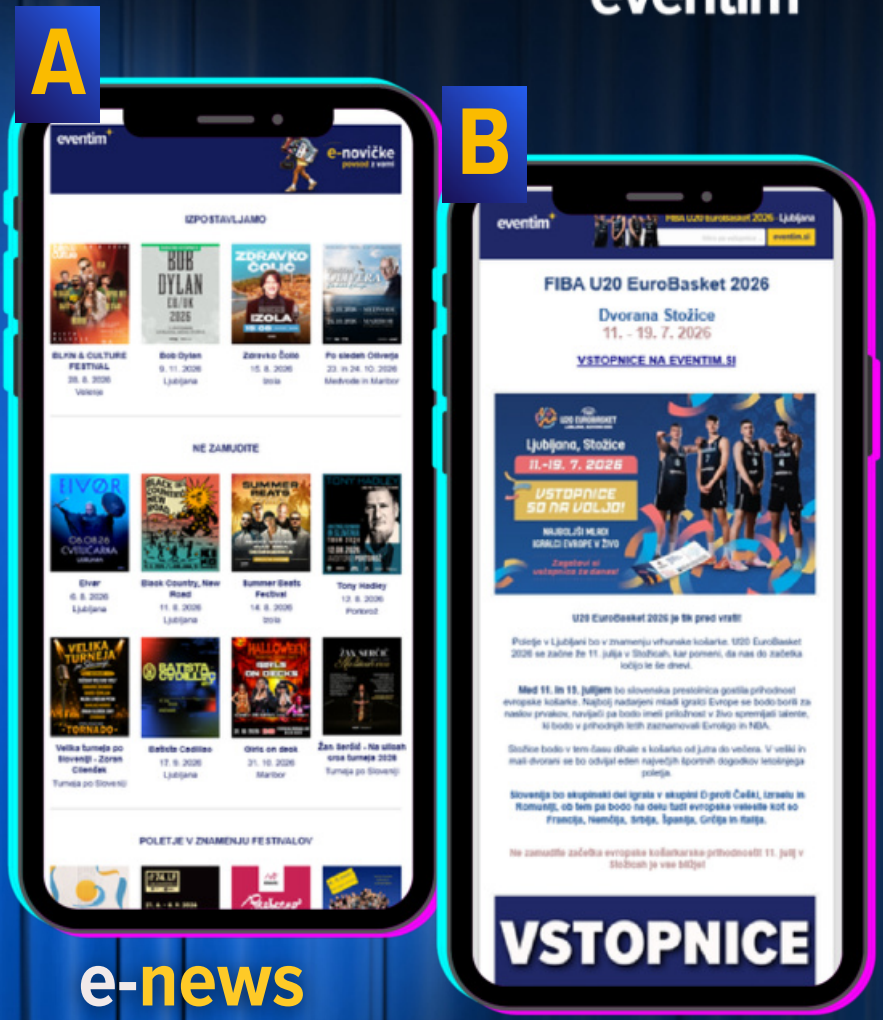
choose what you need

Simply choose tailored advertising options: the best position on the website, a social media post, a carefully crafted Google campaign, or custom-designed newsletters sent to a selected recipient list. If you want it all in one, we recommend turning the page and saving by choosing a bundled advertising package.



select your position

A | title
B | event selection
C | new on sale/ticket alarm
D | we recommend



e-news

A | regular weekly newsletter
B | specially targeted newsletter



digital channels | campaign

A | Google campaign setup and optimization
B | Meta nad TikTok campaign setup and optimization

Digital marketing, especially on Google, Meta and TikTok, allows you to reach anyone, anywhere, at any time.

pay less with packaged advertising!

eventim

The most cost-effective and definitely the most efficient option is bundled advertising. You can choose from carefully designed packages that provide complete promotion for your event. Plus, we can always enhance, optimize, and tailor any package to suit your needs. The goal is not just to sell tickets, but to sell out your event!

STARTER package

Time period: up to 1 month

Package suitable for smaller events, targeted promotion in the local area.

A | website | position: RECOMMENDED

B | social media | fb & ig | 1 POST

C | newsletter | exposure | 1 POST

MEDIUM package

Time period: up to 1 month

Package suitable for all events with a smaller advertising budget.

A | website | position: NEW

B | social media | fb & ig | 1 PAID POST: 40€

C | newsletter | exposure | 1 POST

PROFI package

MOST POPULAR CHOICE

Time period: up to 1 month

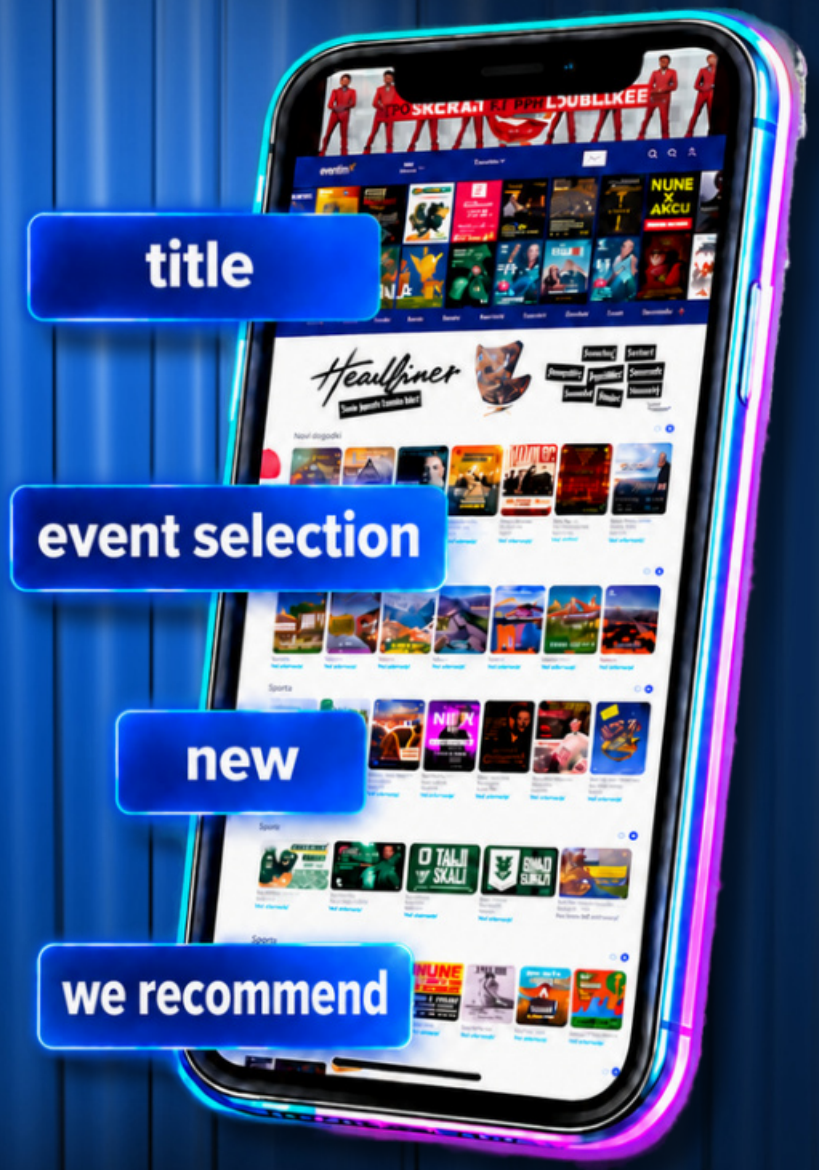
Top position, top exposure. A package designed for those who are bold and determined.

A | website | position: TITLE or EVENT SELECTION

B | social media | fb & ig | 1 PAID POST: 40€

C | newsletter | exposure | 1 POST

D | newsletter | specially targeted newsletter | SELECTED CUSTOMER BASE



pay less with packaged advertising!

Package advertising is not only the most convenient but also the most effective solution for you. We offer carefully crafted packages that provide full promotion for your event. And of course, we can always enhance any package to create the optimal solution for your event's promotion. Because, as you know, our goal isn't just to sell your event – it's to sell it out!

TOP package

Time period: up to 1 month

A comprehensive package that includes everything for a complete promotion, with the added boost of automatic promotion in Croatia for even greater exposure.

A | website | position: TITLE or EVENT SELECTION

B | social media | fb & ig | 2 POSTS | 1 PAID POST: 100€

C | newsletter | exposure | 1 POST

D | newsletter | specially targeted newsletter | SELECTED CUSTOMER BASE

E | website | eventim.hr | position: EVENT SELECTION

F | social media| eventim.hr | fb & ig | 1 POST

G | newsletter | eventim.hr | exposure | 1 POST

MAXI package

Time period: up to 1 month

A package that includes everything offered by a complete promotion, with the added benefit of automatic promotion in Croatia and additional promotion on TikTok. For complete visibility and impact.

A | website | position: TITLE or EVENT SELECTION

B | social media | fb & ig | 2 POSTS | 1 PAID POST: 100€

C | tiktok | exposure | tiktok package S included | 2 POSTS

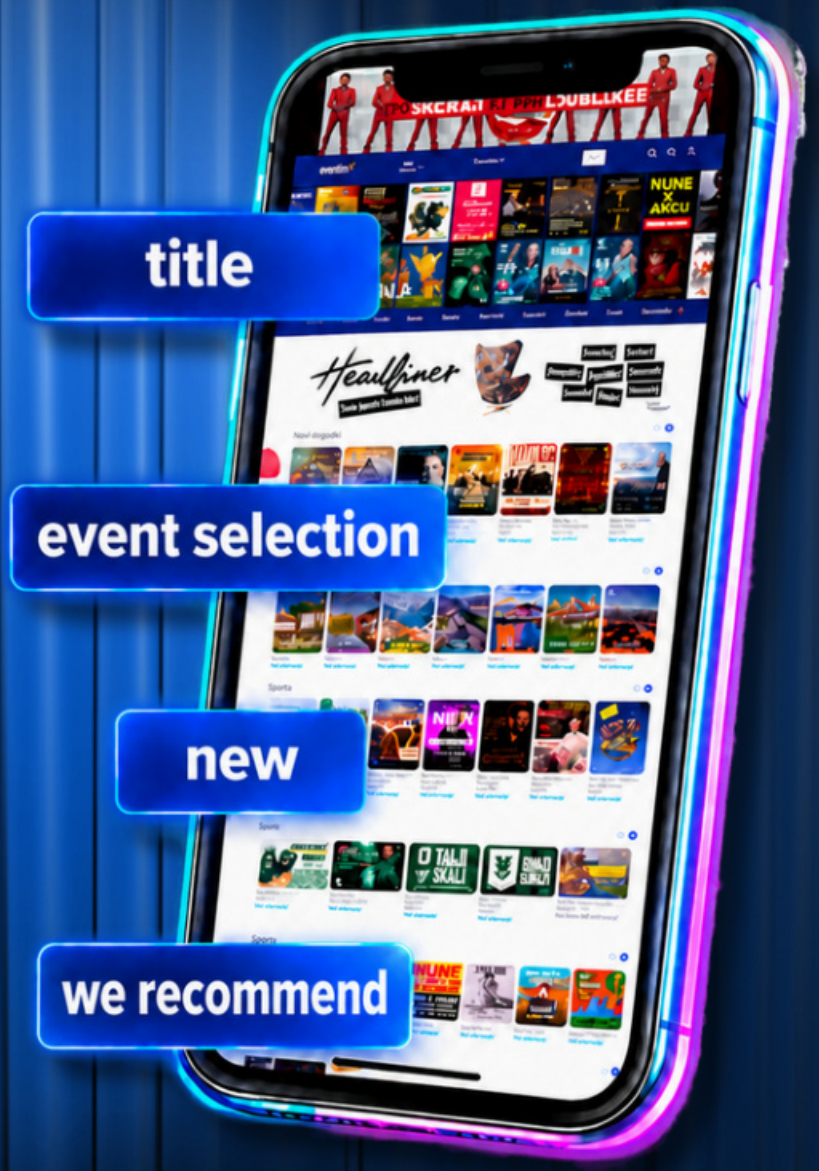
D | newsletter | exposure | 2 POSTS

E | newsletter | specially targeted newsletter | 1 POST, SELECTED CUSTOMER BASE

F | website | eventim.hr | position: EVENT SELECTION

G | social media | eventim.hr | fb & ig | 1 POST

H | newsletter | eventim.hr | exposure | 1 POST



eventim



Dare to be seen!

event.guide

a guide to creating ads

no input, no impact.

guide to promotional materials preparation

eventim

RECOMMENDATIONS FOR A SUCCESSFUL EVENT PROMOTION

We want to provide you with the best possible support in promoting your event. This is only possible through close cooperation with you.

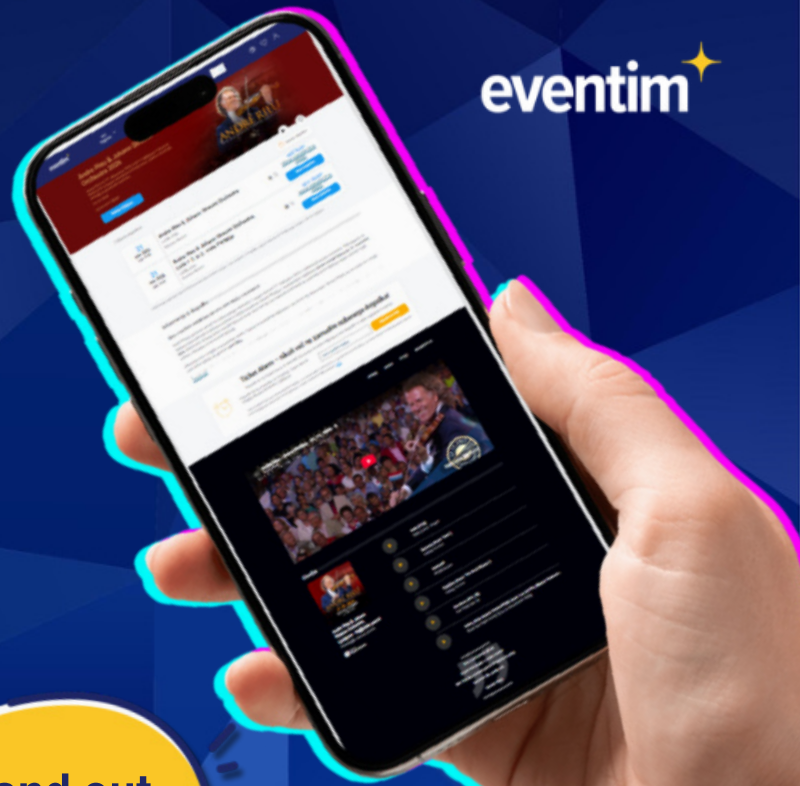
This guide explains how to prepare your texts and images in a user-friendly format that is also optimized for search engines.

Please send all materials (images, texts in Word or PDF format, and video links from YouTube or Vimeo) directly to marketing@eventim.si

CONTENT

- Materials Checklist
- List of required assets:
  - event image | square-format event graphic
  - header image | main promotional graphic for the event
  - poster image | graphics for highlighting the event on the website
  - text | event description
  - social media | content for promoting the event on social networks
  - digital advertising | Google and Meta ad campaigns
- Copyright & Image Materials / Use of artificial intelligence
- Frequently Asked Questions (FAQ) & Contacts





first impressions always count. just look at me!

no input, no impact!

materials checklist

Website event promotion materials

- ☐ **444 x 444 px** event image (used in search results and on the event page.)
- ☐ **1240 x 480 px** header image (displayed as the main visual on the event page.)
- ☐ **312 x 396 px** poster image (used for featured placement on the website (1:1 aspect ratio))
- ☐ **632 x 396 px** poster image large (used for featured placement on the website (1:2 aspect ratio))
- ☐ **Text** | event description and important information about the event

Materials for promotion on social media (Meta & TikTok)

- ☐ **1080 x 1080 px** square image, event promotion (Facebook & Instagram)
- ☐ **1080 x 1920 px** poster image, event promotion (Facebook & Instagram)

Feel free to include video advertisements (optional)

- ☐ **1080 x 1920 px** vertical video, event highlight | max duration 15 seconds, max. file size: 30 MB (optimized for instagram)
- ☐ **1080 x 1920 px** vertical video, event presentation | up to 10 min lenght, ideally 15 - 60 second, max. file size: 2 GB (TikTok format)

Please note: Photos and graphics on eventim.si must not contain excessive elements such as ticketing network promotions, links, prices, phone numbers, or similar content.

no input, no impact!

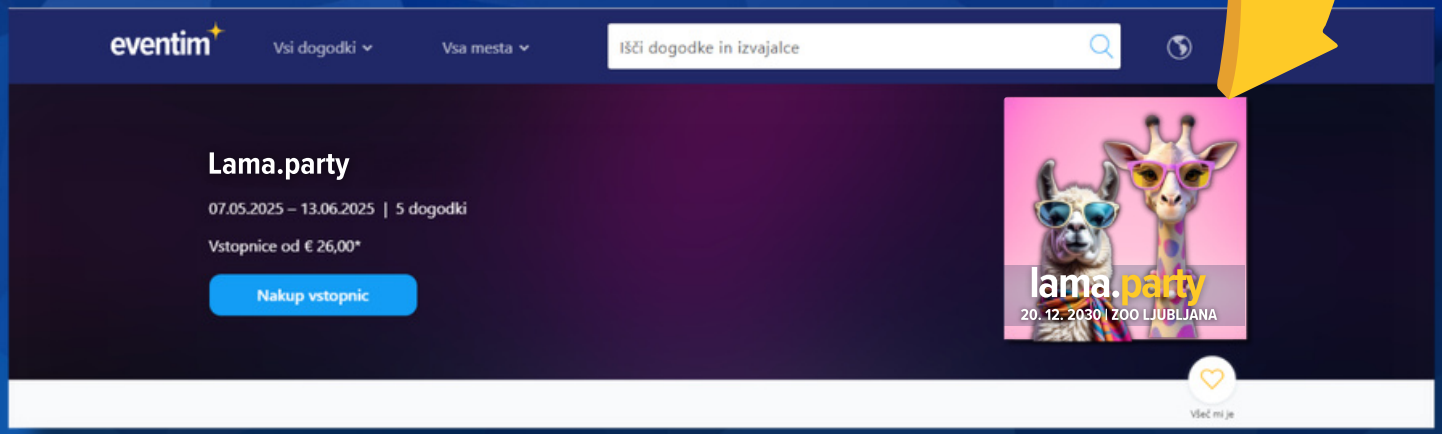
set your event up for success





Ad banners 444 x 444, 312 x 396 and 632 x 396 px should include only essential details:
image, event title, venue, and date.

featured image (444 × 444 px) as displayed in ticket selection



Warning: The event organizer is solely responsible for all submitted and published materials.

eventim

Proper banner design


Event graphic with event logo



Event graphic with basic ifnormation


Artist / festival logo

Bad designs


Graphic with too much text, not optimized for square display


Graphics in poor quality

no input, no impact!

Recommendations for preparing event promotional materials

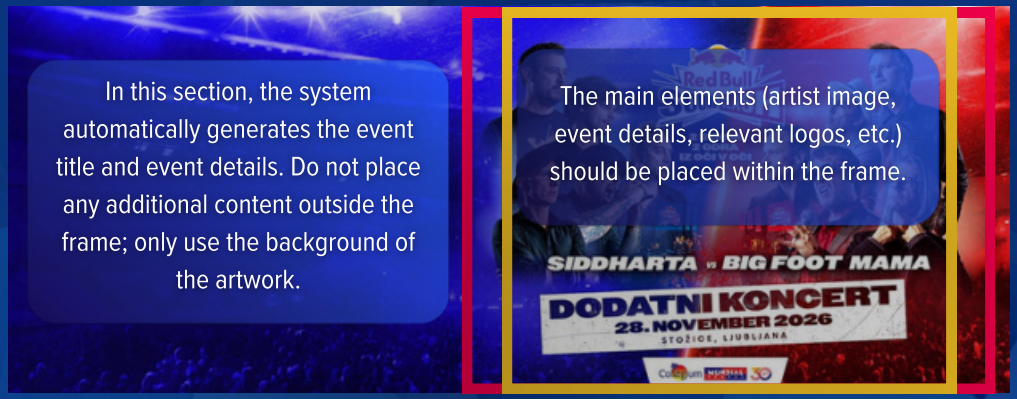
1240 x 480 px header image
(displayed as the main banner on the event page)

The header image, or main event artwork, should contain only the event artwork and essential information, such as the event name and artist/performer.
All other event details will be displayed automatically by the system.

Example of a submitted header image – 1240 × 480 px

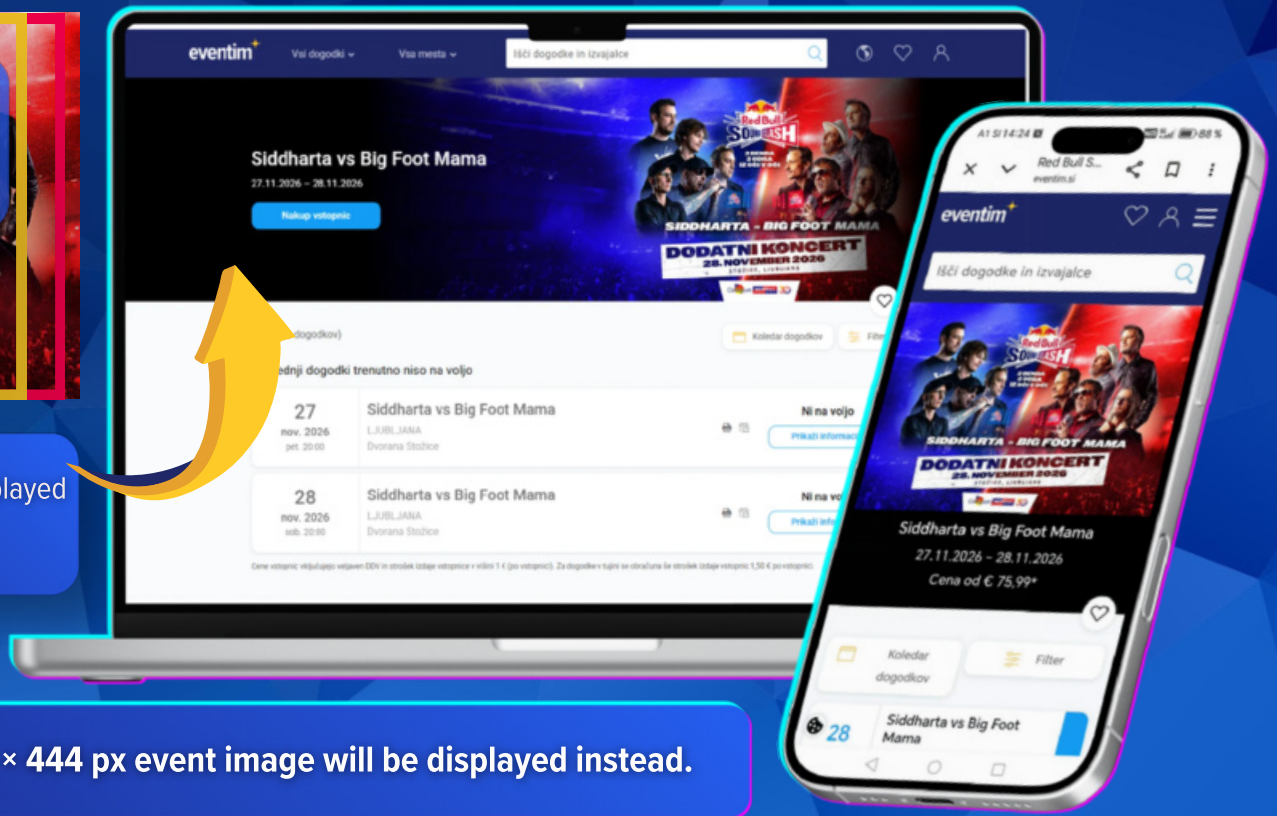


In this section, the system automatically generates the event title and event details. Do not place any additional content outside the frame; only use the background of the artwork.



Event details (event name, date and time, etc.) are displayed on the left-hand side of the banner.

Display of the featured image on desktop and mobile devices



If you do not provide a 1240 × 480 px image, the standard 444 × 444 px event image will be displayed instead.

no input, no impact!

display of ads on the website

Advertisements in 312 × 396 and 632 × 396 px formats should include only basic information, such as the: **image, event name, location, and date.**

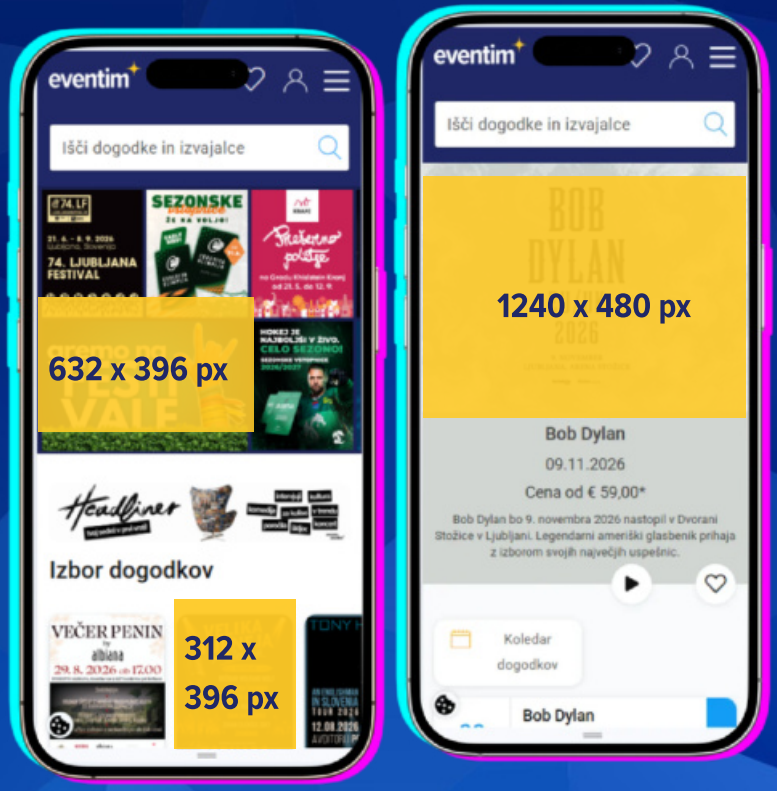
Examples of 312 × 396 px and 632 × 396 px images







Graphics display on laptop



Graphics display on mobile

Please note: Photos and graphics on eventim.si must not contain excessive elements such as ticketing network promotions, links, prices, phone numbers, or similar content.

no input, no impact!

text materials - event description

SHORT EVENT DESCRIPTION

Why do we need your written content?

The text introduces your event to visitors and helps search engines find it more easily.

Please include:

- artist or performer name,
- event or tour name,
- event location,
- a brief description,
- highlights or special features of the event or venue.

The recommended length is 300–350 words, with a maximum of 700 words.

IMPORTANT – USE OF ARTIFICIAL INTELLIGENCE (AI)

If AI has been used in the preparation of any materials, the organiser must ensure that such materials comply with applicable legislation and must inform Eventim of the use of AI.
Realistic AI-generated or substantially AI-modified images that could be perceived by users as genuine photographs or realistic depictions must be appropriately labelled.
Minor technical edits, as well as clearly graphic, abstract or artistic AI-generated visuals, generally do not require labelling.
For AI-generated texts that inform the public about **matters of public interest** (e.g. safety instructions, health warnings, cancellations due to safety concerns, or measures taken by competent authorities), the final text must undergo appropriate human review or include the required AI disclosure.



IMAGE MATERIALS

Images should:

- not contain URLs, prices, or phone numbers,
- contain as little text as possible,
- not include offensive, discriminatory, pornographic, or other inappropriate content.

For a series of events, you may use one common image.

COPYRIGHT

Only use images from verified sources for which you have obtained the necessary copyright permissions and usage rights. Images downloaded from the internet or captured as screenshots are not permitted.

Eventim reserves the right to reject any materials if the copyright and usage rights have not been clearly secured.

no input, no impact!

frequently asked questions and contacts information

How many images can be published per event?
Only one image can be published on the event page (either a square image or a header graphic).

What format should the images be in?
We require all images to be in JPG/JPEG format.

How long does it take to publish or update an image?
Visual materials are typically published within one business day after receipt.
The publication time may vary depending on whether the materials are submitted according to the guidelines or if adjustments are required.
We aim to process and publish all updates as quickly as possible.

We've been told the update was made, but I still don't see it on my device.

Please refresh the website, clear your browser cache, or open the page in an incognito/private window.

Send all materials to marketing@eventim.si



how to sell out your event - fast?

short guidliness

for effective sales

eventim

1. plan effectively

A | consult us | we are here to help
B | fill out the documentation | contract, event application ...
C | provide essential information and materials for event promotion
D | we coordinate the announcements and sale start

2. time for action

A | we arrange the announcement, optionally including a "Ticket Alarm."
B | possibility of setting up a promotion for our customer base
C | price category setup - "early bird ... "
D | create a Facebook event and don't forget to add us!
E | coordinated sales launch and announcements across all channels

3. coordinated promotion

A | coordinated event promotion on our website
B | social media posts
C | highlight in our newsletter
D | setup and optimization of digital ad campaigns
E | external event advertising coordination



Our goal isn't just to sell your event — it's to SELL IT OUT!

and don't forget

CONSULT US!

we are here to help!

eventim

PROFESSIONAL.
ADAPTABLE.
AVAILABLE.
RESPONSIVE.
EXPERIENCED.
SECURE.
RELIABLE.

CONTACT US

marketing@eventim.si

WE WILL GET BACK TO YOU AS SOON AS WE CAN



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our goal is not just to sell your event, but to SELL IT OUT!