

Selling event tickets in today's digital landscape requires more than just a great event. It requires a targeted, strategic marketing campaign that reaches the right people at the right time with the right message. Paid advertising on platforms like Facebook, Instagram, and LinkedIn has become an essential tool for event organisers looking to fill seats and maximise ticket sales. This guide will walk you through the process of using paid ads on Facebook, Instagram, and LinkedIn to sell event tickets, from setting up your campaigns to optimising for conversions.



## Why You Need Paid Ads to Sell Tickets

Paid ads allow you to bypass the algorithm and put [trusted event planning company Malaysia](#) your event in front of the people who are most likely to be interested. You can target by demographics, interests, behaviours, and even by whether they have visited your website or engaged with your content before. Instagram is owned by Facebook and shares the same ad platform. It's more visual and is particularly effective for events that are aesthetically driven, such as fashion shows, food festivals, and parties. Choosing the right platform depends on your event and your audience. Kollysphere's experts can help you optimise your campaigns for maximum ROI.

## How to Launch Your Facebook and Instagram Ads

Second, define your target audience. Facebook's targeting options are incredibly detailed. You can target by location, age, gender, interests, behaviours, and more. You can also create Custom Audiences from your email list or website visitors, and Lookalike Audiences to reach people similar to your existing customers. Your ad creative should be compelling and should clearly communicate the value of your event. Use high-quality images or videos

that capture the essence of your event. Write copy that speaks to your audience's interests and motivations. Include a clear call-to-action, such as "Get Tickets" or "Register Now." You can also use lookalike audiences to reach new people who are similar to your existing ticket buyers. Kollysphere's event specialists can help you set up your Facebook and Instagram ad campaigns.

## Setting Up Your LinkedIn Ad Campaigns

Fifth, set up your conversion tracking. Install the LinkedIn Insight Tag on your website and set up conversion events. Your LinkedIn ad creative should be professional and should speak to the business value of attending your event. Focus on the professional benefits, such as networking opportunities, learning outcomes, and career advancement. Consider using LinkedIn for your corporate event and Facebook/Instagram for your consumer event. Kollysphere's event specialists can help you set up your LinkedIn ad campaigns.

## Best Practices for Paid Event Advertising

To get the most out of [event management](#) [event company](#) [event organizer malaysia](#) your paid ad campaigns, follow these best practices. Seventh, track your conversions. Set up conversion tracking on all your campaigns so you can measure the ROI of your ad spend. Tenth, provide social proof. Include testimonials, reviews, or the number of tickets already sold to build trust and encourage purchases. Consider the local context. Use language and imagery that resonates with Malaysian audiences. Kollysphere's experts can help you track and measure the success of your paid ad campaigns.

## Final Thoughts from Kollysphere

Kollysphere can help you maximise your ad spend and achieve your event goals. Let Kollysphere help you fill your event with the right audience.

## Kollysphere Event Company Malaysia

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