

Top 5 ways to market your event on a shoestring

When it comes to pulling off a successful event, it goes without saying that you simply can't neglect your marketing. After all, there's not much use in putting months of hard work into creating an event that's dynamic and impactful if there's no one there to attend it.

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You've got to gather the crowds – the success and reputation of both your event and your brand depend on it. But marketing can be expensive, and can be tough to prioritise if you still have speaker, [MC](#) and [venue](#) fees to cover. Fortunately, there are many marketing options available to you that won't break the bank. Read our top five tips on how to market your event on a shoestring [budget](#) here: <https://www.wrxgrp.co.za/top-5-ways-to-market-your-event-on-a-shoestring/>

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Worx Group is a leading live and virtual experiential agency that combines strategy with design, digital and production, to create effective brand experiences that engage audiences and ensure return on investment.

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