



## Party/Event Booking Made Easy

### Book more parties with Eventective.



By Wasfi Samaan

**W**e all know that if you want to make good money in the restaurant or bowling business, you need to book large groups. However, sometimes it can be expensive to reach these large groups. Recently, I signed up with a website called [www.eventective.com](http://www.eventective.com) and it has proven to be very profitable.

Eventective is a website that people will find while doing a search for places to do parties or events. It is a resource used by thousands of event planners daily (approximately 40 to 50 thousand per day). The company is headquartered in Portland, Maine. It has been recognized by Google as an authority site for venue and vendor resources.

While this popular site reaches people on a national scale, it has a local focus which makes it perfect for restaurant and bowling owners to use as an effective marketing tool for reaching those who will be hosting a party for a large group of people. This includes people planning weddings, birthday parties, company parties, reunions, etc. The possibilities are endless and this site is perfect for introducing your restaurant, bar, or bowling center.

The process is simple. First you register your business on the site. It will ask you basic information such as your business name, type of business, and contact info. This is a pay-per-lead based site that will ensure your business will actually be

seen by people planning large events in your area.

The customer inputs the details of the event/party. The companies that are registered with this site will receive a notification that someone in the area is looking for a place to hold a party. Once you determine if this is a customer you would like to pursue, you will have to purchase this lead to be able to communicate with them.

At this point, the information of the event/party will be sent directly to your email address and you will then be connected with the potential customer. You will provide your offer and the potential client will review it and decide whether your restaurant/bowling center will be suitable for their event.

The odds of getting one of these parties are probably between 5% and 10%. I was skeptical in the beginning and tried a few and did not hear back from the customer. I did not give up. I watched some tutorials on the site on how to communicate with the customer and was able to land a customer that booked a party for 25 people that ended up spending \$400.00.

This was an eye opener and it allowed me to see that there is a great opportunity that most restaurant and bowling business owners are missing. However, it is important to understand that you must actually make an effort to market your business. You are only paying for the lead, not for the sale.

The cost of the lead is based on the total attendee count. If the number of people attending is 99 or less, then

the cost of the lead is \$2.50. If the total number of people attending is 100 or more, the cost of the lead is \$5.

This company does offer a full refund if the lead proves to be invalid or you have not been contacted by the lead within 12 days. Invalid does not mean the lead has turned you down. It means that you are not able to contact the person.

While you may be "lucky" to book a party with only a few leads, this is not the norm. It is more likely that you will be more successful if you purchase a lot of leads as opposed to a few. Of course, this is how the site makes its money. It only makes sense, the more leads you purchase the higher your chances are for booking one of these clients.

You will want to purchase all of the leads within your area. Consider expanding to the surrounding area as a potential customer may decide to drive just a bit farther if the price is right. It may be worth it to consider offering something special, such as a special discount, to those who choose your venue from outside the local area.

Big parties and events bring in the money. Including this site as part of your marketing campaign will help you connect with people planning these events. Continually take steps to improve your email marketing techniques. I hope this site is successful for you. Hang in there. It does take time, but will eventually pay off.

*Wasfi Samaan is proprietor of the Strike Zone Lanes and J.D. Legends chains. Subscribe to his free weekly marketing e-zine at [wasfisamaan.com](http://wasfisamaan.com).*