

# invite

## Thank you for using *invite*!

Since you have taken the time to check out the service, we thought you might appreciate hearing a little bit about how to make *invite* work to your advantage.

## You have the code. Now what?

1. The service only works well if people can see the invite button prominently displayed as a part of your event information. If the event information and the button are separated, the button won't do anyone much good. If the event information is "above the fold" on a web page and the button lies "below the fold," very few people will see the button and fewer still will click on the button to invite their friends.
2. Friends tell friends about events. *invite* is specifically designed to make it easier for one friend to tell another about an event. This happens in a few ways. Using *invite* friends can use email, Facebook, Twitter, or MySpace to invite their friends to an event.

quick  
tips:

### Four ways to use *invite* to increase attendance at concerts and sporting events.

- Place the button prominently on each event in the schedule of upcoming events.
- Place the button prominently on each event detail page.
- Place the button in outbound email messages that market the event to its prospective audience. (And don't forget to tell people what that green button is all about.)
- Place the button in confirmation emails and ticket purchase confirmation pages.



If you follow these steps, you'll soon discover - as many others have - that friend-to-friend communication is a powerful way to promote an event and sell more tickets.

Remember, if you get stuck or have suggestions or feedback, just send a message to [support@iggli.com](mailto:support@iggli.com).