

myZone Media Overview Sales Kit



Bringing Events to Life!

Since 2001, myZone Media has been there, online and in the streets, promoting your events and selling your tickets.

We help event producers with **Marketing, Ticketing, Printing & Design**

Marketing

Helping you sell more tickets!



myZone specializes in getting more people to your events in the most creative, cost-effective and measurable ways possible. Our marketing services include:



Refining Marketing Strategies

Let our event marketing experts help you refine your existing marketing strategy by sharing what has and hasn't worked for hundreds of other event promoters.



Remarketing

Use data from your site & our network to follow your customers around 98% of the internet! Target people who are already interested in your events.



Pay Per Click Management (PPC)

We offer fully managed Google Adwords & MSN Adcenter media buying. With over 10 years and \$10 million in event related media buying experience, we know how to maximize your conversions and minimize your costs.



Search Engine Optimization

Improve your organic rankings in Google & Yahoo with our search engine optimization strategies.

Marketing

Helping you sell more tickets!



Social Media

Let us help you maximize your reach on Facebook using viral marketing strategies, contests, and highly targeted dark posts.



Video

Use video advertising to promote your upcoming event to your existing customers on Youtube. This is an especially powerful tool for large festivals & events.



clubZone

We've created the largest nightlife, Halloween & NYE marketing network in North America to help you get more exposure for your events!



Email Marketing

We can create and distribute weekly newsletters and dedicated email blasts to maximize traffic to your event pages.

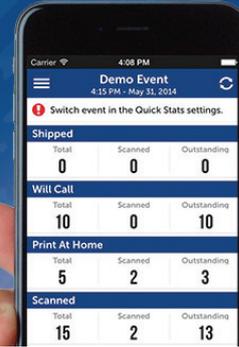


Advertorials/Press-releases

Let our team of expert writers craft viral blog posts, press releases or advertorials to help support your social, SEO and PR strategies.

ticketZone

The fast and easy way to sell tickets online



ticketZone.com is a industry-leading ticketing technology combined with powerful marketing tools that help you sell more tickets & save money. It really is the fastest and easiest way to sell more tickets online! Features include:



White label ticketing

Maintain your brand identity and drive all ticket sales to your own website. From start to check-out, your customers never leave your website.



Facebook ticketing

Sell directly from Facebook.com by integrating the ticketZone Facebook app. This also allows customers to see which of their friends are attending your event using their Facebook account.

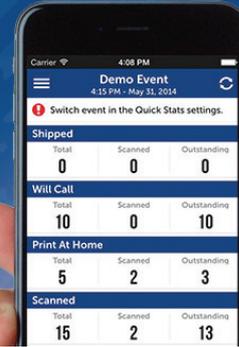


iOS ticketing

Using Linea pro scanners, you can turn any iOS device into an incredibly convenient mobile box office or a mobile point-of-sales system! This works great for running admissions or selling tickets on the go.

ticketZone

The fast and easy way to sell tickets online



Merchant integration

Want to get paid every 24 hours? Get your own merchant account and we can do that for you. Available in the USA & Canada.



Advanced analytics

Using Facebook connect, we show you exactly who is attending your events. Use this unique data to fine tune your marketing strategies and sell more tickets!



Online box-office

Just because your event has started doesn't mean you can't keep selling. Use the online box office to accept credit card sales at the door.



Additional features include

Cloud based ticketing, payment plans/layaway ticketing, setting up retail networks, RFID admissions system, assigned seating, mobile ticketing, fraud detection systems, access to our ticketing affiliate network, selling via sub-promoters, and much more!

Printing

Save money on wristbands & event tickets



At myZone Printing, our focus is on providing cost effective, high-quality event tickets & wristbands for your events. Whether you're hosting a massive festival or a highschool dance, we've got you covered.



Event Tickets

myZone's custom ticket printing can help you get high quality, secure, customized event tickets for your events. All of our event tickets include advanced fraud prevention features at no extra charge to ensure secure admissions.



Mini Tickets

Whether used for drinks, food or admit one, mini tickets can be adapted for any use. Unlike their dollar store counterparts, these little guys are customized to suit your needs. We can even incorporate your logo.



Wristbands

Choose from either Tyvek, Cloth, Vinyl or Plastic depending on your budget and needs. Wristbands can be custom printed with highly visible, sharp and colourful graphics or choose from standard designs - it's up to you.

Printing

Save money on wristbands & event tickets



ticketZone Barcoded Event Tickets

Barcoded event tickets are the ultimate secure admission solution for large events using ticket scanning systems. Perfect for festivals and any event where you need to get your guests through the door fast and hassle free.



Custom Designs & Quick Turn-around

You can send us the artwork for your tickets or sit back and let our professional design team do the work for you. Our printing experts are on-hand to ensure you receive top-of-the-line service and a quick turnaround time on every order.



Free Shipping

myZone.com is now offering Free Ground Shipping to all customers!



Great Prices

There are no hidden production fees and we guarantee you'll love your custom design!

Web Design

Improve your conversion rates



Having a great looking website that is optimized for sales can make a huge difference on how well you convert visitors into purchasers. myZone's web design team specializes in building responsive WordPress websites with the following features:



Content automation

Keep your website up-to-date by having all event and ticket information, photos, videos and social media content automatically updated! No matter what you do, whether you add photos to Facebook, post a video on Youtube, comment using Twitter, or add tickets to ticketzone, it ALL automatically updates on your website, saving you countless hours and expenses.



Mobile friendly

With almost 50% of web traffic coming from mobile visitors, having a mobile friendly website is critical. All our sites are designed with mobile in mind, and automatically adjust to the correct browser type, regardless of what your customers are using.



Sexy designs

Our team of designers work with you to make the first impression of your brand a memorable one.

Web Design

Improve your conversion rates



Search Engine Optimization

All our websites have SEO in mind from the ground up. All URL's, title & meta tags are easily controlled by you, and with the help of our SEO experts we can get your website perfectly optimized for search engines. All sites come standard with a blog where we recommend that you regularly produce unique content to drive search traffic and keep your visitors engaged.



Additional features include

Easy content management systems, blogging tips and tools, merch sales and much more!

Testimonials

What our clients say about us

ticketZone



VANCOUVER
CRAFT BEER WEEK

"It was a breath of fresh air working with ticketZone...there was always someone available to help with troubleshooting, and they provided a fantastic level of service and support. Having local representatives to meet and work with made a huge difference to us and to the quality and execution of our ticketing experience, 100% recommended."

Leah Heneghan @ Vancouver Craft Beer Week



"The ticketZone team is a pleasure to work with, and we've seen benefits in a whole range of areas. They're smart, innovative, friendly, creative and dynamic. We're thrilled to be working them, and feel very lucky to have them on our side."

Gwen Kallio @ Folk Music



"Our experience with myZone has been nothing but first class. We run multiple events every month with eight venues on our property and we therefore require an easy to use ticketing agent to get our events up as quickly as possible. Our customers love the low fees and how easy it is to purchase or redeem their tickets. We value our relationship with this group and look forward to the what is in store."

Marc Babin @ Strathcona Hotel

Testimonials

What our clients say about us

myZone Marketing

Donnelly Group
EST. 1999

"I've been using myZone for event promotions & ticket sales for over 4 years now and highly recommend their products and services. If an issue arises, the myZone representatives are quick to provide me with support and strategies to assist me in preventing future issues. I highly recommend myZone to anyone who is in the entertainment, nightlife or hospitality industry and in need of ticketing or promotional services."

Carissa Campeotto @ Donnelly Group

myZone Printing

JOSEPH *R*ICHARD
a boutique nightclub

"We have chosen myZone Media as our primary ticketing partner and couldn't be happier with their service. We print over 8000 tickets per month for a variety of events, and can always rely on myZone to get the job done. Their team is super attentive and friendly, and we always feel confident that they understand our needs. They also have really quick turnaround times, which is a huge plus when we are putting on events within a small timeframe. We would happily recommend myZone to ANY event promoter or organizer who is looking for the added peace-of-mind of working with an industry leading media company."

Alex Zabori @ Joseph Richards

Testimonials

What our clients say about us

myZone Web Design



"myZone Media is our primary ticketing and web design partner.

We were pleasantly surprised by just how easy it was to move all our tickets over to ticketZone, and are extremely happy with our new website.

Shifting to myZone was super simple; their team are attentive and seamlessly communicated with us to make sure that we were getting exactly what we wanted. They carefully considered our company's individual needs and requirements, and went out of their way to cater for them.

We now have a awesome looking website that greatly improves our customers' online experience, and reap all the benefits of working with a highly professional team of industry experts."

Greg Bechard @ Nightshift Entertainment

Thank You!

Based on your feedback we'll put together a custom proposal to show you just how we can save you money & help you sell more tickets! So, contact us today and let us help you bring your events to life!



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