# THE HAPPY HIGHWAY
## TO A SUCCESSFUL EVENT

**FREE DOWNLOAD**

ClickBid
*Crazy Simple*

# SELLING TICKETS THROUGH CLICKBID

✅ Set up the ClickBid Ticket Page
  - [Ticket Page How to Best Practice](#)
  - [Sample Ticket Page](#)

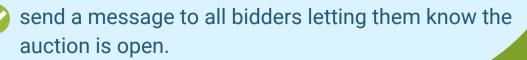✅ Set up the ClickBid Event Landing Page
  - [Landing Page How To Best Practice](#)
  - [Sample Landing Page](#)

✅ Sell tickets by promoting the ClickBid Landing Page
  - Message your possible attendees outside of ClickBid, letting them know about your site and how they can purchase tickets.
  - Ensure your ClickBid Ticket Page & Event Landing Page are connected together so all information is found on 1 link.

✅ Convert Ticket Purchasers/ Guests into Bidders
  - [Guests to Bidders Best Practice](#)
  - Without turning guests into bidders, the guest will not have access to the silent auction.

*Setting Up Your Auction*

✅ Add Auction Items
  - [Adding Items Best Practice](#)

✅ Add the Auction Items Preview to your ClickBid Event Landing Page

✅ Communicate your Event Page to your ticket purchasers through Mass Messaging Add-On.
  - Message your bidders about your auction preview, communicate starting times, and any other helpful information.

✅ Once your event start date and time pass, your auction is open and ready for bidding!

  ✅ send a message to all bidders letting them know the auction is open.

# SELLING TICKETS OUTSIDE OF CLICKBID

✅ Get Ticket Purchasers into ClickBid as Bidders
- [Mass Upload of Bidders Best Practice](#)

✅ Set up the ClickBid Event Landing Page
- [Landing Page How To Best Practice](#)
- [Sample Landing Page](#)

*Setting Up Your Auction*

✅ Add Auction Items
- [Adding Items Best Practice](#)

✅ Add the Auction Items Preview to your ClickBid Event Landing Page

✅ Communicate your Event Page to your ticket purchasers through Mass Messaging Add-On.
- Message your bidders about your auction preview, communicate starting times, and any other helpful information.

✅ Once your event start date and time pass, your auction is open and ready for bidding!

✅ Send a message to all bidders letting them know the auction is open.

# SELLING TICKETS OUTSIDE OF CLICKBID & INTEGRATING WITH A CRM

- ✅ Connect your CRM account with ClickBid
  - Neon Best Practice
  - Salesforce Best Practice
  - Kindful Best Practice
  - Raiser's Edge NXT Best Practice
  - Classy Best Practice

- ✅ Import Ticket Purchasers as Bidders using Integration
  - Follow the Best Practice for your integration on how to import bidders.

- ✅ Set up the ClickBid Event Landing Page
  - Landing Page How To Best Practice
  - Sample Landing Page

*Setting Up Your Auction*

- ✅ Add Auction Items
  - Adding Items Best Practice

- ✅ Add the Auction Items Preview to your ClickBid Event Landing Page

- ✅ Communicate your Event Page to your ticket purchasers through Mass Messaging Add-On.
  - Message your bidders about your auction preview, communicate starting times, and any other helpful information.

- ✅ Once your event start date and time pass, your auction is open and ready for bidding!

  - ✅ Send a message to all bidders letting them know the auction is open.

# SELF REGISTRATION THROUGH CLICKBID

✅ Set up the ClickBid Event Landing Page
- Landing Page How To Best Practice
- Sample Landing Page

✅ Allow Bidder Registration
- Bidder Registration Best Practice

✅ Promote your ClickBid Event Landing Page and prompt your guests to Register to Bid

*Setting Up Your Auction*

✅ Add Auction Items
- Adding Items Best Practice

✅ Add the Auction Items Preview to your ClickBid Event Landing Page

✅ Communicate your Event Page to your ticket purchasers through Mass Messaging Add-On.
- Message your bidders about your auction preview, communicate starting times, and any other helpful information.

✅ Once your event start date and time pass, your auction is open and ready for bidding!

✅ Send a message to all bidders letting them know the auction is open.

# THE HAPPY HIGHWAY
## TO A SUCCESSFUL EVENT

**Verify Event Dates**

| Selling Tickets Through ClickBid | Selling Tickets Outside ClickBid | Self Registration Through ClickBid | Selling Tickets Outside of ClickBid & Integrating with a CRM |
|---|---|---|---|
| Set Up ClickBid Ticket Page | Set Up ClickBid Event Landing Page | Set Up ClickBid Event Landing Page | Set Up ClickBid Event Landing Page |
| Set Up ClickBid Event Landing Page | Add Ticket Purchasers into ClickBid | Allow Bidder Registration | Connect CRM account with ClickBid |
| Sell Tickets! Promote your ClickBid Event Landing Page | Promote your ClickBid Event Page | Promote your ClickBid Event Page | Import Bidders & Promote ClickBid Event Page |

**Set Up Your Auction**

**Add Auction Items**

**Add your Auction Preview to your ClickBid Event Landing Page**

**Communicate your Event Landing Page to your bidders**

Include information about items being previewable, auction starting times, event dates, and other helpful information.

**After your starting date and time passes, your auction is open and ready for bidding!**

**Verify all items are set to active**

**Communicate to your bidders that your event is open for bidding!**

**Have a Successful Event**