



TicketCo

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eGuide

# How to **sell** with TicketCo

A handbook for event organisers

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## Maximising event sales with TicketCo

# Introduction

We believe that the experience of buying a ticket to an event is just as important as the event itself. It means providing an amazing experience to each and every person in your audience from the moment they sit on a sofa and click “buy ticket” to the moment the event is finished.

Selling tickets to events also means, for you as event organiser, to be provided the tools you need to maximise sales in your channels. Here at TicketCo it also means to give you the opportunity to discover new ones.



TicketCo’s platform is designed to let event organisers discover new revenue streams and to give the ticket buyers a pleasant purchasing experience. You will be able to experience an omnichannel approach where online and offline sales is a part of the same sales system which opens up a new world of opportunities and saves time and money.

In this guide we’ll explain how you can maximise your event sales with TicketCo and how a frictionless payment experience that brings convenience and comfort is the key to a satisfied audience.



# Setting up the event

Easy, tailored and convenient for you



TicketCo is a self service system and you have 100% control of all aspects of your event at all times. It's a cloud-solution that lets you log in to your event from any location and device. You can also control your event from our TicketCo event organiser app. Start by logging into your TicketCo account and create a gorgeous event page with our easy-to-use editor and discover the tools you need to set up and manage your event swiftly.

A screenshot of a web form titled "Add new" with a "Create" button in the top right corner. The form has the following fields:

- TITLE**: A text input field with a yellow horizontal bar.
- PRODUCT TYPE**: A dropdown menu with a yellow horizontal bar and a downward arrow.
- ADD LOGO**: A dark green button.
- DESCRIPTION**: A text input field with a plus sign on the left.
- HOW TO USE THE ITEM**: A text input field with a plus sign on the left.
- TAGS**: A text input field with a plus sign on the left.

# A smooth set up

1

## For repeated events

Save yourself time by setting up a similar event easily by duplicating your existing event page. There's no need to set up every event from scratch.

---

2

## Fetch more customer data

Fetch more customer data with a Question Module where you get to ask your ticket buyers anything - such as diet requests, how they heard about your event or where they are travelling from. Find the answers on the ticket and tailor the experience for every visitor at a meet and greet arrival. Or simply to collect data for your own analysis.

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3

## Controlling access

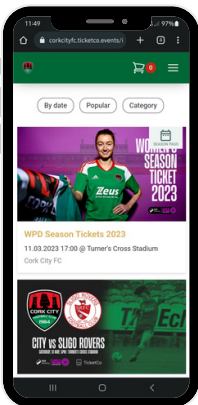
We know it makes a huge difference so we give you the freedom to add an unlimited number of users to the TicketCo platform. By arranging divisions and assigning roles it gives you flexibility in controlling user access for all staff.



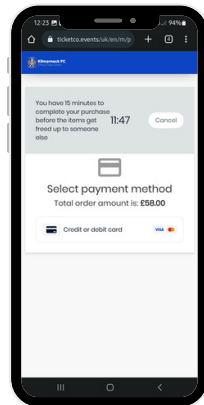
# Branding



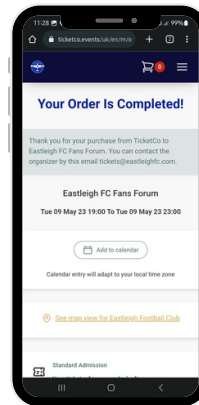
Ensure maximum brand recognition by letting your brand shine across the entire event experience with TicketCo's white label toolkit, including the event page, tickets, the checkout, gift cards, domain, live streaming and more. Here are a few examples:



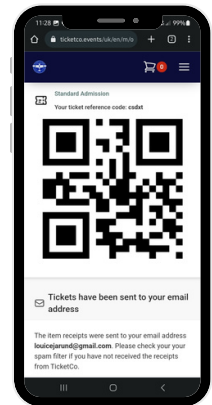
Event page



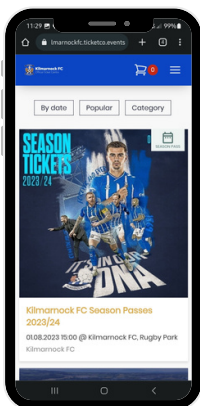
Checkout



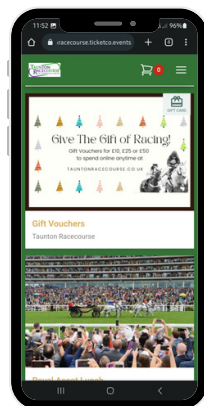
Payment



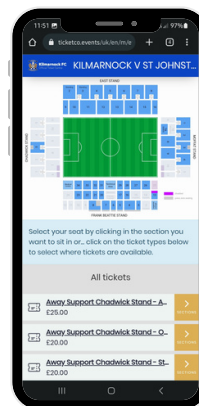
Mobile ticket



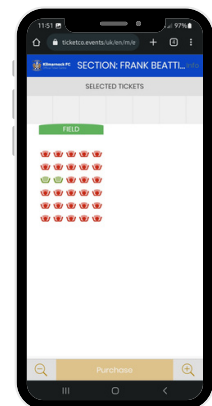
Season ticket



Gift card



Seating map



Allocated seating

# Ticket types

Options that drive more sales

Event organisers get a full suite of limitless ticket types and user-friendly tools to maximise sales. The ticket buyer will enjoy a swift and pleasant experience on any device when buying tickets. With that, we ensure minimal ticketing issues by offering a 360 degree digital ticket distribution that includes text message, email, for home printouts (PDF) and also for mobile Wallet apps. All of our tickets come with unique QR codes, for secure entry management, eliminating the potential for duplicate tickets. And that's not all.



# Ticket types to maximise event sales



## Unlimited ticket types

General admission, adult, child, concession, promo tickets, VIP, group tickets, day pass, weekend pass.



## Discounts & tricks

With a range of discount features to increase sales you make sure to get every single ticket sold.



## Discounts

Offer discount such as '20% off today only' or promos such as '10% for 5 tickets or more'.



## Early bird tickets

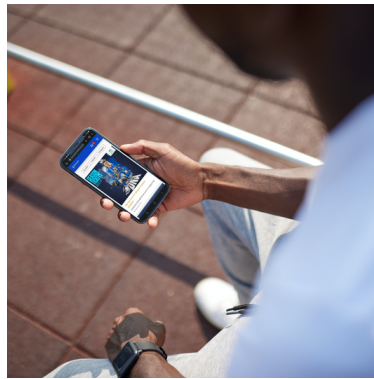
Create a hype at on-sale with a limited number of early bird tickets with time-limited price categories.



## Blind bird tickets

Run competitions or invite VIP's with secret tickets not open to the public.





## SEASON TICKETS

### Drive recurring revenue

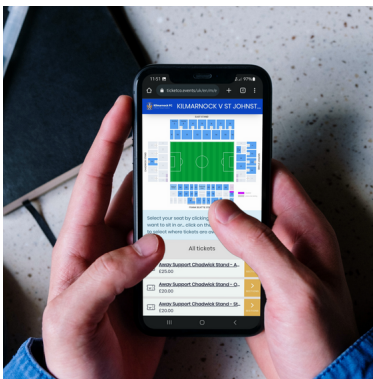
Our season tickets have a renewal system that saves you time and hassle when renewal is approaching – perfect for sports clubs.



## GIFT CARDS

### Drive extra referral sales

Gift cards with extra flexibility to help you sell more - It can be used for any of your events and not locked to just one.



## STADIUMS & ARENAS

### Seating map

For events with a seated venue we design your seating map and offer a mixed seating option responsive on all devices.



## GENERAL

### Reservations

With TicketCo you can also offer reservations for your audience. This ensures that reserved tickets are not sold to others.



## CLASSIC TICKETS

### Printed tickets






With an economy to premium ticket integration tickets can be printed. Including logo, arena map, sponsor promotion and more.

# Subscriptions

Monthly payments for season tickets



Subscription season tickets allow you to sell access to season tickets and matches in a subscription model, meaning your customers can choose to subscribe to their season ticket and pay a monthly fee rather than a larger one-off payment at the beginning of each season. Subscriptions makes season tickets more affordable for the fans, and especially families.

Edit		Associate		Subscription types		Reservations		Price zones		S	
Reservation renewals				Reservation distributions							
Create New											
Title	Price	Total subscription sales							Subscription items sold		
 Blues+ Gold	12.0	0.0							0		
 Blues+ Silver	10.0	0.0							0		
 Blues+ Bronze	8.0	0.0							0		
 Blues+ Standing	7.0	0.0							0		
 Blues+ Standing Family Zone	7.0	0.0							0		

# The new way of season tickets



## No need for a new ticket

The ticket buyer can hold onto the same QR-code and reference code for multiple seasons given that they remain subscribed. Experience has shown that this will reduce churn radically.



## No need for renewals

The subscription your customers purchase will run continuously, and they will keep being withdrawn monthly, until terminated, meaning your customers do not need to worry about renewing their season ticket each year.



## Settle missed payments

Through an easy-to-use subscriptions dashboard you can manage any overdue subscriptions, and ensure that your subscribers settle any missed payments.



## Accept cash payment

You can now also register cash payments you have taken for overdue subscriptions. This means that if you have accepted payment directly from the customer, you can register this and move the next payment date forward.



# Subscriptions with TicketCo

## What our customers say

Viking FK is historically one of the most successful clubs in Norwegian football. Since 2004 they have been playing their home matches at Viking Stadion in Stavanger with a capacity of 15,900. The club have tested subscriptions as their only available season ticket solution, with great success. They have named their subscription product Viking+.



“

Viking+ has been a slam dunk for us, and the reception has been absolutely incredible. We have an increase of **more than 20%** compared to last year. We now have a season ticket base of more than 5,000, which is very positive and an important foundation for our club. We still notice a demand from people who want to make use of Viking+ since this gives them access to their very own seat throughout the season for a small monthly fee.

- Kjartan Salvesen, Marketing Manager

# Pricing

No upfront costs. No fixed fees. 100% transparency.



Our ambition at TicketCo is to provide you as an organiser with a full overview of your event. We therefore do not charge fixed fees, nor do we have any hidden costs. All you pay is a small percentage per transaction and for any additional platform features you need. The fees can be absorbed in your ticket price or you can pass them onto the ticket buyer. This is completely up to you.

# Honest pricing



**No upfront costs**

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**No fixed costs**

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**No hidden costs**



**Pay as you go**

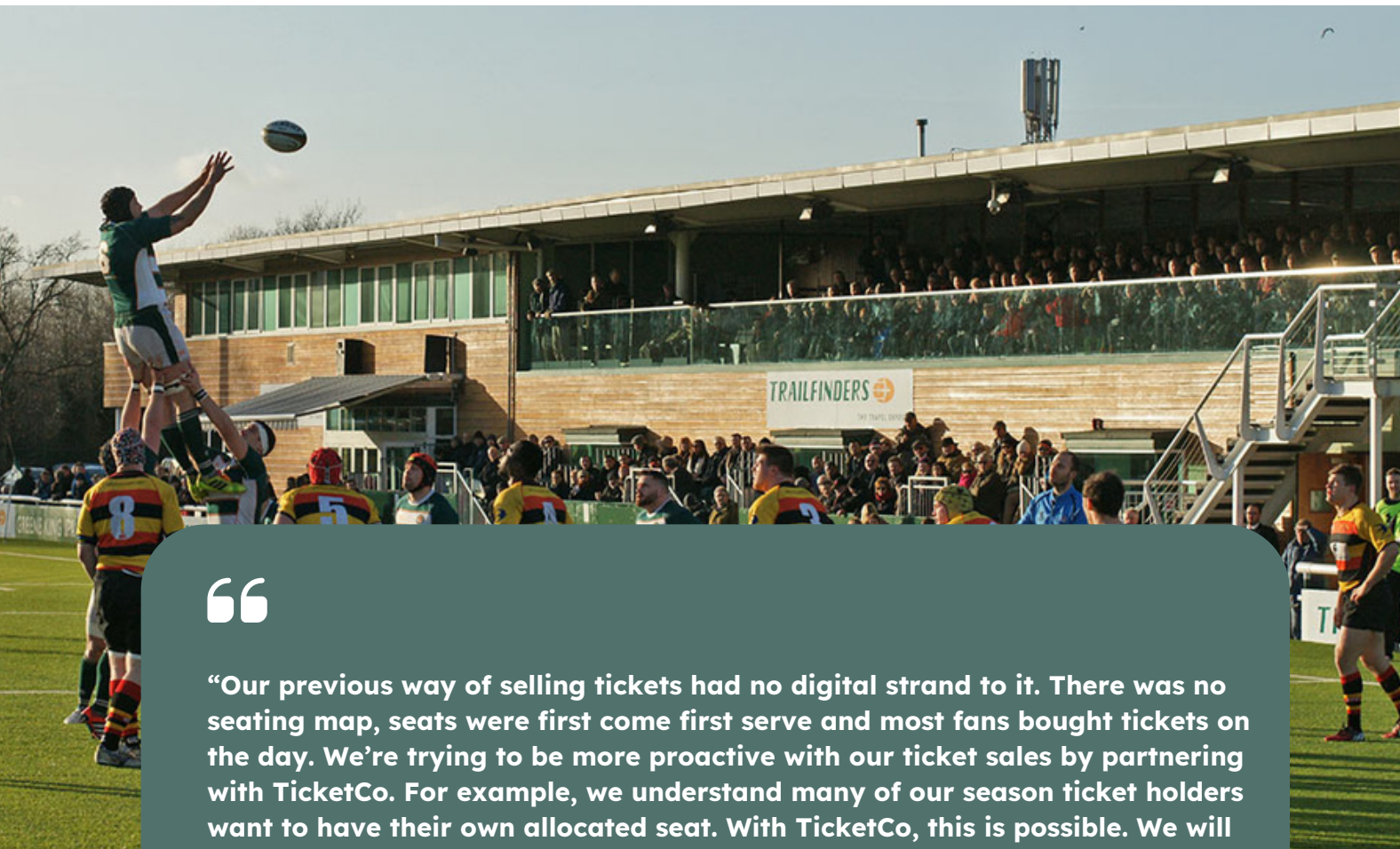




# Seating maps with TicketCo

## What our customers say

Ealing Trailfinders Rugby Club took the first step towards a cashless future by partnering with TicketCo and selling tickets digitally. They sell tickets to all home RFU Championship fixtures via the TicketCo website and mobile app. This allows supporters to instantly purchase tickets wherever and whenever they want. Going digital and let supporters book their seat via a seating map has facilitated a smoother, stress-free, ticket buying experience.



“

“Our previous way of selling tickets had no digital strand to it. There was no seating map, seats were first come first serve and most fans bought tickets on the day. We’re trying to be more proactive with our ticket sales by partnering with TicketCo. For example, we understand many of our season ticket holders want to have their own allocated seat. With TicketCo, this is possible. We will also be able to **cut down on matchday queues** and save supporters the stress of queuing up to collect their tickets.”

- Elle Cranfield, Marketing Executive

# Marketing and selling

Tools to maximise revenue



+ ADD EVENT BOOKLET



+ ADD GLASS OF BUBBLY



+ VIP ACCESS



Now the magic begins! Your event page will be available on the TicketCo event listing site and seen by event goers from all over the world (if you choose to, you can also make it hidden from the public), but that's far from all.



# Top 11 tips

1

## YOUR WEBSITE

Sell tickets on your website. Use the iFrame widget to embed the event, the tickets or the whole events calendar neatly on your webpage.

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2

## YOUR SOCIALS

Sell tickets on your socials with a sharable link.

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3

## OTHERS WEBSITES & SOCIALS

Send the iFrame and ticket link to your partners, the artists, the speakers at your event - the reach of their online channels can further boost your ticket sales.

---

4

## AFFILIATES & INFLUENCERS

Use affiliates and influencers to sell tickets to your event. With TicketCo you can send them a unique tracking link that measures their specific sales results. Agree on a commission payment to seal the deal.

---

5

## PIXEL INTEGRATION

Integrate advertising pixels to measure results and find new audience from Meta ads.



6

**BUNDLE  
TICKETS**

Drive up pre-sales by bundling tickets with goods and discounts; such as food & beverage, merchandise, parking and even lodging.

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7

**UPSELLING**

Sell more by upselling ticketing packages in the checkout, such as buy 5 tickets or more with 10% discount.

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8

**STREAMING THE  
EVENT**

Live stream your event as PPV or Hybrid with TicketCo to reach more audience and sell more tickets.

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9

**VIDEO-ON-DEMAND**

Make more revenue by selling the recording as video-on-demand after the event is finished.

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10

**SELL TICKETS  
ANYWHERE**

Easily integrate card readers with TicketCo's mobile app and have your very own box office in your pocket. Set up box offices anywhere, such as a pop-up stand in a local shopping centre or in the park on a sunny summer day. Create competitions for your sales team with awards to best sellers.

11

**CASHLESS**

Turn your whole festival cashless with TicketCo - with a unique mobile technology there's no need for wristbands or RFID.



# Upselling with TicketCo

## What our customers say

When Kilmarnock FC decided to go all in on online ticket sales a few years back with TicketCo, the impact was both remarkable and instant. From a modest average of 15% digital transactions, the oldest club in the Scottish Premiership suddenly saw an average of 85% digital tickets for their home matches at Rugby Park on the west coast of Scotland. At the same time they established a tighter digital connection between the club and their fans, which has led to a significant new revenue production via upselling on the top of the match days tickets.



“

Kilmarnock is now selling over **7,500 shirts yearly compared to 2,500** only a few years back. With scarves, gloves, and a wide variety of products on the top of that, alongside the bespoke Killie LTD range, the retail offering is now an important part of Killie's revenue mix”

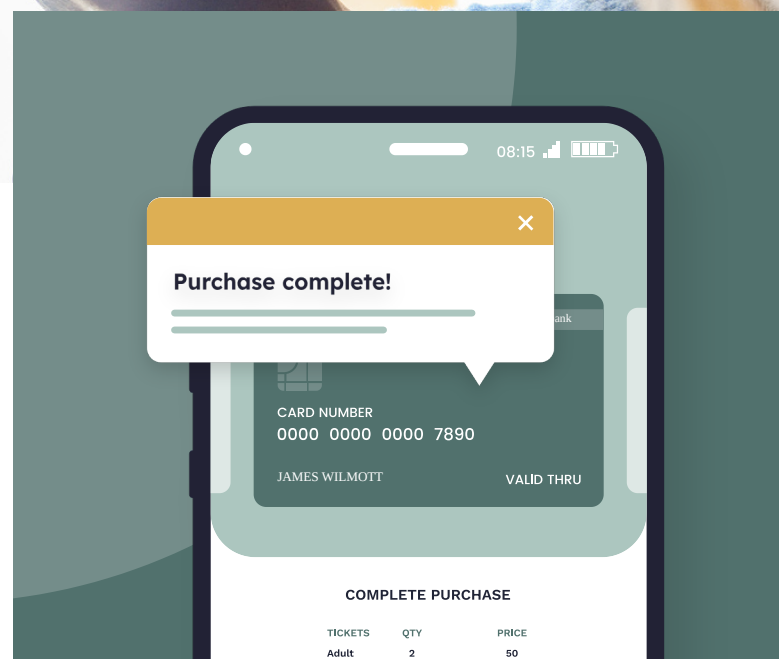
- Gregg McEwan, General Manager

# Ticket buyers

A smooth experience for your audience



We have made it very easy for ticket buyers to buy tickets and enter your event. A smooth and frictionless experience is of the essence of our product, which also applies to the experience of the ticket buyers.





#1

## No logins or passwords

Users payment information gets conveniently stored with the secure payment gateway Adyen without the need for user accounts or passwords. Same as Spotify and Netflix.



#2

## Great on any device

We keep the purchase experience for users consistently high on any device. The easier it is to buy a ticket, the more tickets you sell. Simple.



#3

## Faster entry

The QR codes on the tickets can be easily scanned with TicketCo's fast-scanning app. The only thing your staff need is something as simple as a smartphone or tablet.



#4

## Multi check-in

With multi check-in QR codes purchases with several tickets only need to be scanned once for all items will be visible on your device, for easy and fast verification and entry of groups.



#5

## Issue free verification

Has the visitor forgotten the phone or ticket at home? No problem, you can verify any visitor with not only the QR-code, but also by mobile number or name.



#6

## Turnstiles

Is your event taking place at a large arena? TicketCo integrates with turnstiles, such as Skidata, for easy entry at any arena – perfect for football clubs and large concerts.



# Ticket buyers love TicketCo

## What our customers say

Amid a null and void 2020-21 campaign, Newcastle Town took the opportunity to re-assess its ticketing process. The club decided selling physical tickets via its ticket office was too time consuming and costly, as well as being an unreliable and unpredictable service for supporters. The search for its first ever digital system led Town to TicketCo – and an end to long hours spent posting tickets and manning the club office.

A wide-angle photograph of a football pitch and stadium seating. The pitch is green and well-maintained, with a goal visible in the distance. The stadium seating is blue and green, and the sky is overcast.

“

TicketCo made it **so easy for us to sell** tickets online. We ended up selling 1,066 tickets, which for a non-league club like ourselves is incredible. All online sales were so simple. We didn't require anyone to be at the ground volunteering their time in the ticket office. Fans could go straight to the TicketCo website or mobile app and instantly purchase a ticket. Port Vale were very complimentary of the system. A number of former players have contacted me to say how great the system is. They think it's great that a ticket can be sent directly to their phone and that it can be purchased whenever, with no stress. That's when we knew we had picked the **right ticketing partner**”

- Shaun Rogers, Media and Marketing manager

# Uninterrupted sales

Keep selling until the event starts, no interruptions



With an omnichannel sales system online meets offline and becomes one. This will save you frustration, time and money by never worrying about interrupted sales or exceeding capacity.

the event

	PRICE	NUMBER SOLD	
EARLY			345
MONTHLY			200

**Congratulations!**  
You have sold 3 tickets.

**Selling fast!**  
You have sold 4 tickets.

# Omnichannel ticketing and sales



## Keep sales open

With our box office feature you can sell new tickets at the door too. What's unique about this is that you can keep the online sales open at the same time as you take door sales and never exceed capacity as it's all one and the same system.



## Real time reporting

With real-time reporting on your app you and your team are in control by knowing how many people have purchased tickets, how many have entered the event, how many have not yet entered and for how much you've sold.



## Offline scanning

Your whole event database downloads to the TicketCo app on your device with one tap. You can therefore carry on as usual even if you go offline.



## Maximise channels

Have you not yet filled the venue despite all your efforts? Try live broadcasting the artists sound check or the match warm up by the players on your social channels such as TikTok, Instagram or Facebook to reach the feed of those nearby.





# Reporting with TicketCo

## What our customers say

The community driven organisation Oxford Round Table is responsible for Oxford's biggest fireworks display and partnered with TicketCo to provide visitors with an easy-to-use, cashless, digital ticketing solution. This partnership led to record-breaking pre-event sales and helped them pledge more money to charity than ever before thanks to unrivalled ticketing fees, offline scanning capability and event analytics.

“

In 53 years, we've **never had this much control** – it's fantastic. The analytics and instant insights were really powerful. Because all sales were hosted under one roof, we were able to see the different types of tickets being purchased leading up to the event and the rate they were being bought at. These pre-sale statistics were really important and helped us understand the size of the event in advance of our gates opening. I would recommend other organisations to consider a partnership not only to drive sales but save money too.”

- Joseph Garbett, Co-Fireworks Director at Oxford Round Table



# All-in-one solution

The joy of having just one sales system for your event



	ONLINE	IZETTLE	NET
00001	—	—	8.25
00002	—	—	12
00003	—	—	34.5
00004	—	—	21.7

An integrated system brings simplicity in many different areas. It also saves on both work and costs. TicketCo focuses on making life as easy as possible for event organisers and developed the platform with this in mind.

# It's all integrated

## **EASIER FINANCES**

By having one sales system, one overview, one report and one settlement, your financial reconciliation will all be a breeze and you'll save costs in accountancy.

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## **BUSINESS INTELLIGENCE**

When integrating business intelligence with daily marketing reports it can be easily shared with relevant stakeholders, or automatically sent so you don't have to lift a finger.

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## **MANY INTEGRATIONS**

TicketCo offers a range of different integrations:

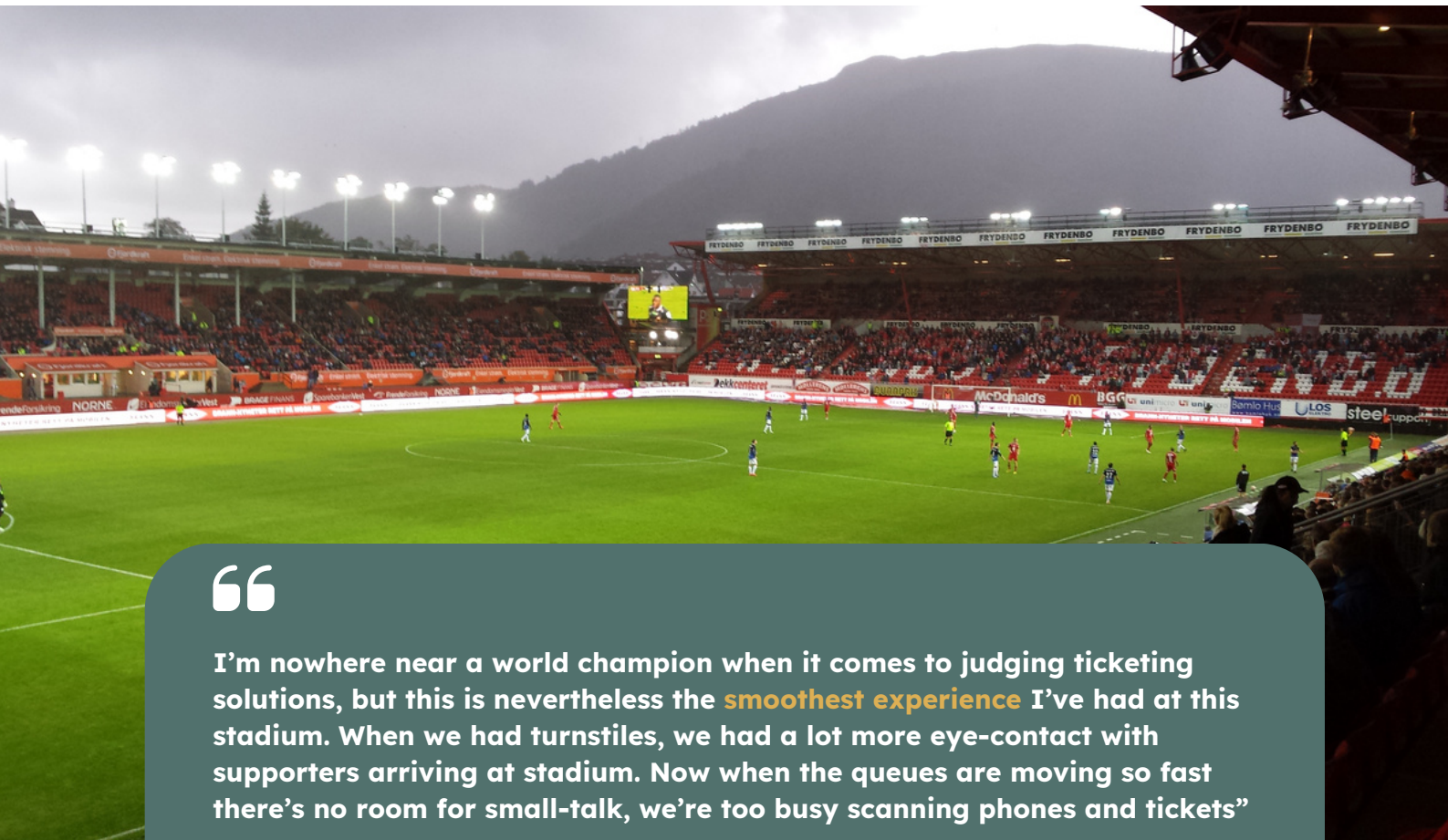
- Public API
- Zendesk
- Zapier - which integrates with 3000+ apps, including the majority of all marketing and sales tools there is, such as CRM's.
- Google Tag Manager - which enables configuration of Google Analytics e-commerce feature to record all your event sales and revenue.
- Marketing pixels, such as Meta ad pixel.



# Lightning fast access control

## What our customers say

When SK Brann, a Norwegian professional football club, signed up with TicketCo and tested out the scanning functionality the football club realised they don't need to integrate the solution with the turnstiles, instead they removed the turnstiles altogether and let the volunteers scan with their own mobile phones. The processing time showed to be impeccable, and of course significantly less costly for the club, compared to operating with traditional turnstiles.



“

I'm nowhere near a world champion when it comes to judging ticketing solutions, but this is nevertheless the **smoothest experience** I've had at this stadium. When we had turnstiles, we had a lot more eye-contact with supporters arriving at stadium. Now when the queues are moving so fast there's no room for small-talk, we're too busy scanning phones and tickets”

- Brann stadium volunteer

# Customer retention

Nurture a strong relationship with your audience



Since you as an event organiser own all the customer data you have all the possibilities in the world to build effective and long-term relationships with your audience. TicketCo gives you a range of tools to retain your customers and build your brand. We also offer more revenue streams after your event has finished.

## Email subscribers

[Update](#)

NAME	DATE	PURCHASES	SELECT
MARIE_LO	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAPPYADAM	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
EMILY PATERSON	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NATHAN ROE	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
KJETIL BJORN	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



# Top 8 highlights

1

## YOUR DATA, NOT OURS

With TicketCo you own your customer data. We would never use your customer data to cross promote other events.

---

2

## CRM INTEGRATED

Via Zapier your ticket buyer data can integrate with the CRM system of your choice.

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3

## REMARKETING

By downloading ticket buyer data you can use email and remarketing ads to reconnect with your previous ticket buyers.

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4

## MORE DATA

With the Question module and Marketing consent feature you can fetch more customer data for your post event audience analysis (e.g How did you hear about us?)

---

5

## GIVE INCENTIVES

Encourage loyalty by giving promo code discounts for next event.

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6

## BRING FRIENDS

Offer discounted gift cards to your audience to give their loved ones to join them at the next event.

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7

## KEEP SELLING

Promote the sale of the video-on-demand (VOD) recording of the event via email and ads.

8

## KEEP IMPROVING

Use survey tools to collect feedback from the audience about the event to know what you did great and what to work on to improve for next time.

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# How to Contact Us



Find out how TicketCo  
can help you deliver  
meaningful experiences.



<https://start.ticketco.events/>



hello@ticketco.uk

Connect with us

