SPECIALIST TRACK: MARKETING FOR VENUES

Your listing review

Lesson: Listing platforms and directories · about 15 minutes

Audit every listing, measure what it produces and decide what to keep.

Your business (name, service, main city):

1. List every platform and directory where your venue appears, with its cost, login and renewal date.

2. For each paid platform, calculate cost per inquiry, cost per booking and cost as a share of revenue for last year.

3. Rewrite the first line of your main listing so it says what the venue is, for whom and where.

4. Check that your name, address, phone and website are identical everywhere, and note each listing that needs a fix.

5. **Prepare standard answers for a corporate request for proposals: capacity, layouts, packages, AV and accessibility.**

Check: can you now

- Compare the main types of venue listing platform and the buyers each one reaches
- Calculate cost per inquiry and cost per booking for every platform, and decide which to keep
- Build a listing profile with consistent details, all-in prices and genuine reviews

One change you will make this week