



Marketing Strategy

Starting Your Own Tent & Event Rental Business

How do you plan to attract customers?

Here are some ideas to start, promote, and grow your tent rental business.

Prepare

1. Put your company name and logo in high-visibility areas: on all vehicles, trailers, and employee uniforms/t-shirts.
2. Create a website to allow customers the opportunity to contact you via email, view photos, access seating charts, etc.
3. Create a company Facebook, Twitter, and YouTube account. Be sure to promote event photos on all social media outlets.
4. Research the rental prices in your market (For example, what does a 20'x20' tent rent for in your area).
5. Develop "Ready to Go" rental packages for your customers to choose for their event.
6. Offer accessories such as tables & chairs; tents, tables, and chairs are often rented together and offer a great way to cross sell items, increasing sales.

Reach Out

7. Join your local Chamber of Commerce and attend their events to network your business.
8. Contact local committees or committee chair persons to bid on festivals, carnivals, and fairs.
9. Contact or send direct mailers to local companies and organizations to inquire about rentals for corporate parties, company picnics and related events.
10. Contact area high schools for permission to provide fliers for graduation party tent rentals.

Company Upkeep

11. Promote your business heavily in pre-tent season (late winter and early spring) to book graduation and summer events.
12. Always take photos of your installations and use these to demonstrate your capabilities.
13. Reach out to customers after events for feedback on how to improve your service. This feedback can also be a great marketing tool!

For more information or to view equipment pricing visit us at GetTent.com



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