

Late Ticket Buying Strategies



MILKE

Behaviours

- Decreasing lead time
- Mobile ticketing rise
- Events with last-minute discounts attract more late buyers
- Social media influence
- Late buyers influenced by weather, reviews, and word-of-mouth

Why they delay?

Procrastination:

Up to 30% of people delay ticket purchases due to indecision.

Availability:

Around 25% wait for better seats or discounts.

Budgeting:

Approximately 20% wait for financial certainty.

Event familiarity:

15% delay for events they know well.

Influence:

About 10% are influenced by friends or social media.

What do you know?

- What do you actually know about how your audience books?
- When and why they book?
- How many of your tickets are sold in the last 48 hours?
- What's stopping them from booking earlier?
- Do you have a clear sense of your audience's booking patterns?

Time offers

- **Flash Sale**
- **Limited-Time Discount**
- **Early Bird Special**
- **Group Discount**
- **Exclusive Access**

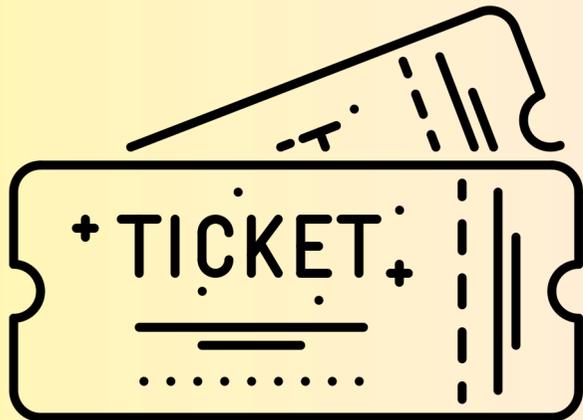
Dynamic Pricing



- Dynamic pricing adjusts prices based on demand and timing.
- High Demand, Higher Prices
- Low Demand, Lower Prices
- Real-Time Adjustments
- Requires careful implementation to avoid negative customer perceptions.

Tiered Pricing

- Different Levels, Different Prices
- Early Bird Discounts
- Added Perks
- Encourages Early Purchase



Continous Ticket Discounts

- Reduces Event Value
- Customer Expectations
- Revenue Impact
- Customer Relationships
- Quality Perception

Continous Free Tickets

- Diminished Value
- Revenue Loss
- Expectation Setting
- Engagement Impact

Digital Marketing Tools & Techniques

- Targeted Social Media Ads
- Email Blasts
- Mobile Marketing
- Influencer Partnerships
- Retargeting Campaigns

What is Social Proof?

Social Proof Definition:

Psychological phenomenon where people mimic others' actions to reflect correct behaviour.

Impact on

Consumer Behavior:

Builds trust and credibility, particularly in uncertain situations.

10 Ideas

1. Dynamic Pricing
2. Interactive Social Media Challenges
3. Weather-Based Promotions
4. Late Buyer Rewards Program
5. Interactive Countdown Timer
6. Personalised Outreach
7. Gamify Ticket Purchases
8. Targeted Advertising
9. Leverage FOMO (Fear of Missing Out)
10. "Pay What You Want" Hour

Key Takeaways

- Understand what your audience does
- Develop an Early Bird Strategy
- Reward your audiences for booking early
- Review your ticket prices
- Balance urgency with value
- Use + create Social Proof
- Review + Track