

5 PROVEN TIPS TO PACK YOUR TRIVIA NIGHTS WITH AN EMAIL LIST



Three Million Emails - How I've built a trivia email list for hundreds of bars across the country.

If you run a bar with trivia nights, this guide is my free gift to you! I'm going to show you how to build a strong email list to get big crowds for your trivia nights.

Why trust me? I work with hundreds of bars and run a company called Not Rocket Science Trivia. I send over three million emails each year to trivia players—none of it is spam. I hope these tips help you grow your crowd!

Alex Abernathy
Not Rocket Science Trivia
Founder





Email Lists Are Like Gold

Having an email list is super valuable for bar owners. If you don't have one, don't worry! I'll show you how to build one. People won't give their email for nothing—you need to offer them something in return.

5 Steps to Build Your Email List



1. Offer Free Wi-Fi for Emails

Set up free Wi-Fi in your bar that requires users to enter their email address to access. This can be paired with a checkbox asking for permission to send them promotional emails. Make sure you put up signs letting people know about the free Wi-Fi.

2. Collect Emails from Trivia Players

Have your trivia host ask players for their email addresses when they play. You could give them a small reward for giving their email, or make it part of the game's entry.

Quick Tip:

If your trivia company isn't growing your crowd with an email list, are they really doing what it takes to bring in a crowd? Ask them what they're doing to promote your trivia night. Beware if they just say "we post on social media." In my experience, that is code for "the only thing we know how to do is post on social media because we aren't experienced marketers."

3. Use Your Point of Sale (POS) System

You can use your POS system to ask customers for their email when they pay. If you're looking for a POS system that helps with this, I recommend BrewBill.

4. Start a Loyalty Program or Special Offers

Create a loyalty program where customers get rewards for coming back. Or offer special deals during happy hour just for people on your email list. Use signs, your website, and social media to encourage people to sign up. A QR code can make it easy for them.

5. Advanced Tip: Only for High Achievers

If you're willing to spend some money, running Facebook ads can help a lot. But don't just boost a post—use Facebook's "Leads Ads" feature. These are ads made specifically for collecting email addresses. I've personally spent hundreds of thousands of dollars on Facebook Leads Ads for our clients. That's because they work really... really well. They are admittedly advanced though. For more information on Leads Ads, you can watch this video.



Where Do I Put the Emails?

At first, you can keep your emails in an Excel sheet. When your list gets bigger, use services like MailChimp or Constant Contact.



What Should I Send?

I'll send you another free guide soon on what to send to your email list!

Final Thoughts

I hope this helps your bar! Building an email list is a proven way to grow your crowd and increase sales.

If your trivia company isn't giving you this much value, consider chatting with Not Rocket Science Trivia. Our team will grow your business by running trivia and professional marketing! Respond to the email that you got this guide in to schedule a call.

Good luck with your trivia nights!

