



HOW TO USE YOUR EMAIL LIST TO BUILD A MASSIVE TRIVIA CROWD

About a month ago, I sent you a guide on how to build an email list for your bar, brewery, or restaurant. A good email list can help fill your place, especially for trivia nights.

In this new guide, I'll share three tips on using emails to bring a big crowd to your trivia nights. Because let's be honest—emails are only good if they help bring in customers.

All this comes from my experience with hundreds of bars. In the last year, I've sent over 3 million emails to trivia players who signed up. I know what works to attract people to trivia, and I'm excited to share it with you. Enjoy!

STEP 1: GIVE THEM A REASON TO COME

To get people to trivia night, your emails need to give them a reason. Don't just say, "We have trivia tonight." Make them want to come! Here are some ideas:

- Give three free answers to trivia.
- Show this email to get three bonus points.
- Show this email to get half off your first drink!

Be creative and give them something valuable so they'll open the email and come play.

STEP 2: KEEP IT SIMPLE

The best emails are simple. You don't need fancy pictures. Plain text emails are read more because they feel less like a sales pitch. Keep it short! Two to four sentences work well. For example:

"Hey friends! Want free points and a drink discount at trivia tonight? Show this email to get three bonus points and half off your first drink. Trivia starts at 7:00. See you there!"

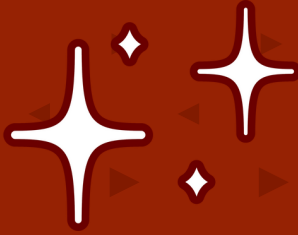
Bonus tip: Keep the subject line short! Emails with subject lines of 1-20 characters get opened 34% more often than longer ones according to a study by Yes Lifecycle Marketing.

STEP 3: WHEN TO SEND IT

For promoting trivia nights, I like sending emails at 8:00 a.m. That way, it's at the top of people's inboxes when they get to work.

A study by CoSchedule found other good times to send emails for high open rates:

- **10:00 a.m.** - People check emails a lot during the morning.
- **6:00 a.m.** - Many people check their emails as soon as they wake up.
- **8:00 p.m. - Midnight** - Some people check emails before going to bed.



WATCH THE MAGIC HAPPEN

If you send short, valuable emails at the same time each week, more people will come to trivia. Consistency is key. Once people know when to expect your email, they'll look forward to it.

If your current trivia company isn't using email lists to target your crowd, are they doing enough to bring you the biggest trivia night possible?

At Not Rocket Science Trivia, our professional marketing team builds email lists and run campaigns to fill your bar. And that's just the beginning of all the marketing we do...

If you think your trivia provider could do more, let's chat for 10 minutes. Reply to this email to set up a time.

I hope this guide helps make your trivia nights even better! Cheers to great trivia nights!