

evvnt partners with Powderhook

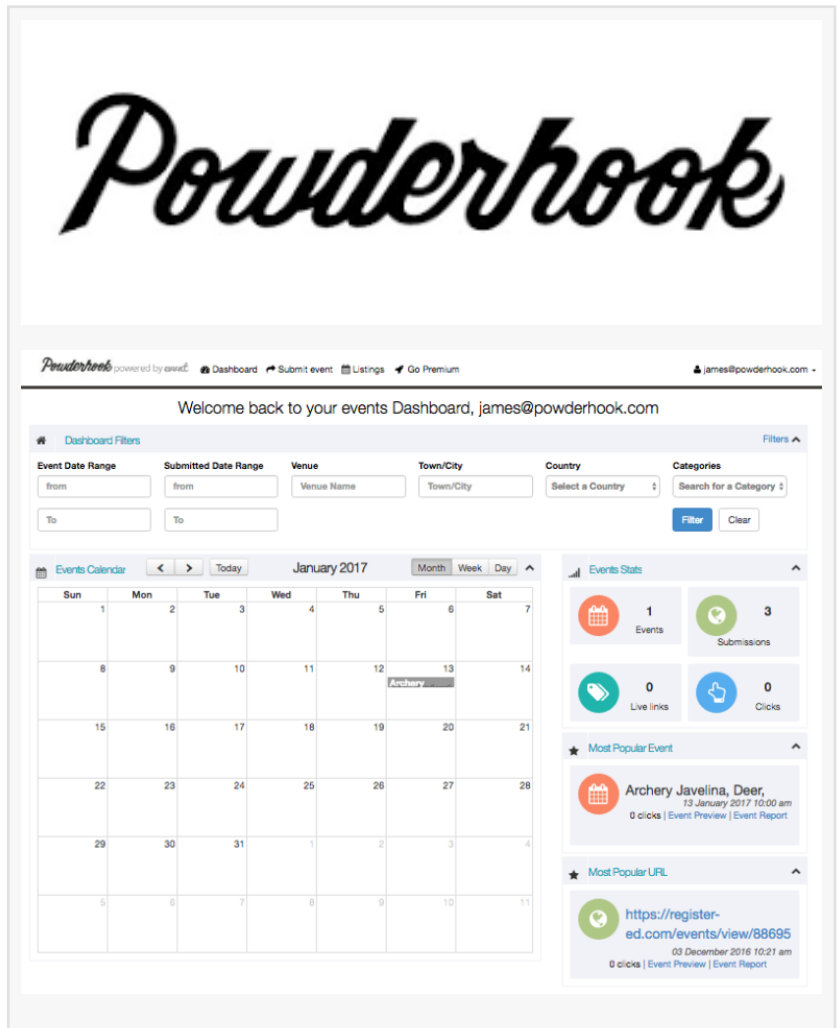
LONDON, UNITED KINGDOM, October 11, 2017 /EINPresswire.com/ -- LONDON, UK, December. 3, 2016 – London based event marketing specialist evvnt has partnered with hunting and fishing events company Powderhook to offer evvnt’s unique ‘freemium’ and ‘premium’ marketing technology to Powderhooks community increasing awareness of their events across the USA.

evvnt will provide its event promotion technology platform to Powderhook, to resell the evvnt service and white label the evvnt platform, which essentially supplies genre and location specific event marketing on 40+ event listing and social media sites including Eventful, Google Events, Events Tag, EIN news, Event Setter, Event Crazy, American Towns, Events in America and many more. The evvnt partnership will enable Powderhook to drive the promotion and success of sporting, shooting and fishing events in to the heart of the USA.

“We have been working with Powderhook for over 12 months and the passion for hunting and fishing is clearly visible by the sheer amount of events” explained Richard Green, CEO and Found of evvnt. “We share Powderhooks ambition to create more awareness for fishing and hunting events through the USA and increase people of all ages to participate.”

“The outdoor industry holds thousands of events each year. From banquet fundraisers to countless opportunities for kids, families, and individuals, our industry does a great with programming for people interested in all outdoor related pursuits. But, we’ve struggled to get our events in front of people who hadn’t thought to consider a hunting, fishing, or recreational shooting or other outdoor related event. Though our partnership with evvnt we aim to solve that problem by meeting people where they’re already looking – their local newspaper site, social media, or any of the hundreds of event websites out there. In the end, we hope to give people who love the outdoors more opportunities to get outside, and we hope to be able to offer the our industry the tools they need to make their events an even greater success..” Eric, Co-Founder and CEO of Powderhook.

About Powderhook



Powderhook is the resource for connecting hunters and fishermen with places to enjoy their passion. We are building a one-stop marketplace to find any and all places, public and private, paid and free to hunt or fish in the United States and beyond. Check back often, as inventory grows daily. Our mission is Access for All, which means we're bringing all the leases, permissions, blind seats, rentals, charters, outfitters, hunting clubs, lodges, game preserves, public and private lands we can find, into one simple to use resource. And, if you don't find what you're looking for today, get in touch and we'll find it for you. It would be our pleasure to help you find a place to hunt or fish.

About evvnt

evvnt is a single submission event marketing and syndication service. From a single event submission customers have access to 6000+ event listing sites where event consumers are looking for events to attend. Through one simple interface, organisers can distribute and publish events to 50+ targeted listing sites in one click. The evvnt platform creates events awareness and momentum in organic search, mobile and social streams via a customised network on listing sites and feeds, maximising exposure prior to any event.

Additional Resources

Media Relations

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Brand Guidelines

We have created a brand guidelines page with logos, CEO photos and information to ensure the brand is correctly represented – please take a look.

<http://evvnt.com/brand-guidelines>

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The screenshot shows the Powderhook dashboard interface. At the top, there's a navigation bar with 'Powderhook powered by evvnt', 'Dashboard', 'Submit event', 'Listings', and 'Go Premium'. A prominent red banner offers a 'Single Event Upgrade - Go Premium for \$60.00 & add 37 More Listing Sites' with a 'Buy Now' button.

The main content area is titled 'REPORT FOR ARCHERY JAVELINA, DEER, SMALL GAME HUNT CAMP'. It features a large image of the event poster and an 'EVENT INFORMATION' sidebar with details: Venue (Lake Pleasant Regional Park), Location (Lake Pleasant Access Road, Morristown, 85342), Date (13 January 2017 at 5:00 am), and Category (Sports / Leisure). A 'Download report' button is also present.

Below this is the 'OVERALL REACH' section, which states 'Your event has been targeted at 6 publishers with an audience of 4.1M!'. It includes three metrics: 6 Publishers, 0 Promoted, and 0 Links Collected. A note indicates 'There are 37 more sites left for promotion. Click to Add more sites'.

The 'PUBLISHER BREAKDOWN' section shows a table of publishers with columns for Site name, Location, Site audience, Local audience, Mobile app, Status, and View. The table lists several publishers like American Towns, Event Setter, Eventful, Get Set USA, Just Landed, and Powderhook, each with their respective audience sizes and status (e.g., Pending, Connected).

The bottom part of the screenshot shows an 'Events' section with a filter bar and a table of event submissions. The table columns include Event title, Venue, Start time, Submitted, and Status. It lists events like 'Archery Javelina, Deer, Small Game Hunt Camp' (Active), 'NWTF ST. Louis Longbears, MO' (Expired), 'NWTF Corpus Christi Chapter, TX' (Expired), 'NWTF Sport Show' (Expired), and 'NWTF Banquet' (Expired). Each row has buttons for 'Upgrade', 'Edit', 'Clone', and 'Report'.

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The screenshot displays a Pressbook dashboard for an event titled "POWDERHOOKS ARCHERY (ARROW, JAVELIN, DEER, SMALL GAME HUNT GAMES)". The event information includes the location "Lyme Forest National Park" and the date "13 January 2017 at 0:00 am". The dashboard shows an overall reach of 42 publishers with an audience of 36M. A publisher breakdown table is visible, listing various publishers with their respective audience sizes and reach.

Publisher	Location	Site audience	Local audience	Website app	Share (%)	View (%)
ABC Central	Local	2,742	876	✓	2.4%	3.1%
ABC Family	Local	1,484	180	✓	1.3%	1.6%
Activity News	National	754	747	✓	0.7%	0.9%
Adventure Books	National	44,620	84	✓	40.1%	0.1%
Adventure Magazine	Local	154	125	✓	0.1%	0.1%
Click & JAZZ	Local	1,384	134	✓	1.2%	1.2%
Clickbait Alert	National	174	168	✓	0.2%	0.2%
Clickbait News Center	Local	244	212	✓	0.2%	0.2%
Click & Pop	Global	5,594	94	✓	5.0%	0.1%
Click & Share	Global	54	45	✓	0.0%	0.0%
Click & Share	Global	3,524	34	✓	3.2%	0.0%
Click & Share	Global	854	854	✓	0.8%	0.8%
Click & Share	Global	124	120	✓	0.1%	0.1%
Click & Share	Global	2,384	474	✓	2.2%	0.4%
Click & Share	Global	174	170	✓	0.2%	0.2%
Click & Share	Global	84	84	✓	0.0%	0.0%
Click & Share	National	36	27	✓	0.0%	0.0%
Click & Share	National	474	474	✓	0.4%	0.4%
Click & Share	Local	174	170	✓	0.2%	0.2%
Click & Share	Global	244	242	✓	0.2%	0.2%
Click & Share	National	854	854	✓	0.8%	0.8%
Click & Share	Global	194	24	✓	0.2%	0.0%
Click & Share	National	74	68	✓	0.0%	0.0%
Click & Share	Global	674	94	✓	0.6%	0.1%
Click & Share	National	584	581	✓	0.5%	0.5%
Click & Share	National	84	84	✓	0.0%	0.0%
Click & Share	Global	854	852	✓	0.8%	0.8%
Click & Share	Global	1,294	74	✓	1.2%	0.0%
Click & Share	National	84	43	✓	0.0%	0.0%
Click & Share	National	21,284	21,284	✓	19.4%	19.4%
Click & Share	Local	74	8	✓	0.0%	0.0%
Click & Share	Local	1,384	134	✓	1.2%	1.2%
Click & Share	National	4,624	4,624	✓	4.2%	4.2%
Click & Share	Global	484	24	✓	0.4%	0.0%
Click & Share	National	84	30	✓	0.0%	0.0%
Click & Share	National	144	144	✓	0.1%	0.1%
Click & Share	Local	234	232	✓	0.2%	0.2%
Click & Share	Local	354	34	✓	0.3%	0.0%
Click & Share	Global	204	198	✓	0.2%	0.2%
Click & Share	Local	84	43	✓	0.0%	0.0%
Click & Share	Global	484	188	✓	0.4%	0.1%
Click & Share	Global	324	30	✓	0.3%	0.0%

This press release can be viewed online at: <http://www.einpresswire.com>

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