

EVENT PLANNING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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EVENT PLANNING NICHE REPORT

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REPORT OVERVIEW

In this report we're going to evaluate the **Event Planning** niche, a relatively new niche that's ready to be tapped into.

We'll cover why it's profitable, how much money is being spent in the market and who by so you know who your target audience are.

The best selling physical and digital products will be revealed so you know what to sell.

As well as looking at the most popular content in the niche, who the most influential people are alongside an examination of what the most popular blogs, forums and social media hubs are for advertising and traffic purposes.

The common problems that people in the **Event Planning** niche are revealed as well as blog content ideas, domain name suggestions, keywords, who's advertising and more.

Lastly we'll look at why YOU should get involved in the **Event Planning** niche and what you can do to dominate it.

All of the reports that we create are thoroughly researched and designed to give you a head start in making a profit from the niche.

We try and choose niches that have a wide range of different business models available but the vast majority would make perfect blog / authority sites monetized by affiliate marketing.

INTRODUCTION

The process of planning and coordinating the event is usually referred to as **Event Planning** and can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering and emergency plans.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, charitable organizations, and interest groups hold events in order to market themselves, build business relationships, raise money or celebrate achievement.

Event Planning is the application of project planning to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Market Size of Event Planning is \$6 Billion
- Employment - 343,390
- Businesses - 328, 131
- Annual Growth 07-12 ~ -1.0%

IBIS World's Party and Event Planner market research report that "There are no companies with a dominant market share in this industry".

DEMOGRAPHICS:

- Core consumers aged 60 and above about 18.8% followed by 25-29 aged group about 8.1%
- 48.5% Male and 46.9% Female users are married
- 35.8% people have no educational qualification
- 21% people are in occupation of service and sales
- 20.6% event planners are in wholesale and retail trade role and 16.1% are in business services

Source: [Shownearby](#)

NICHE DEMAND

| Keyword | Avg Monthly Searches |
|-------------------------------------|----------------------|
| Wedding Planning | 65,190 |
| Wedding Planner | 52,410 |
| Event Planner | 17,550 |
| Event Planning Jobs | 10,590 |
| Event Management | 9,740 |
| Party Planning | 8,560 |
| Event Software | 5,130 |
| Corporate Events | 2,780 |

The table above shows the monthly searches on Google for this niche.

Combined they add up to an over 170,000 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.

Common Searches

Google.com

[event planning checklist](#)

[event management](#)

[event planning guide](#)

[event planning template](#)

[event planning companies](#)

Amazon.com

[event management](#)

[event planner](#)

[event planning software](#)

Yahoo.com

[event planning courses](#)

[event planning software](#)

[event planners](#)

[event planning jobs](#)

[event planning checklist](#)

Bing

[Event Planning Checklist](#)

[Event Planning Companies](#)

[Event Planning Courses](#)

[Event Planning Ideas](#)

[Event Planning Books](#)

Youtube

[Event planning documentary](#)

[Event planning software](#)

[Event planning career](#)

[Event planning funny](#)

[Event planning ideas](#)

Answers.com

[Event planning majors in NC?](#)

[California event planning schools?](#)

[Statistics on event planning?](#)

[What is event planning?](#)

[Is event planning a good career choice?](#)

Wikipedia.com

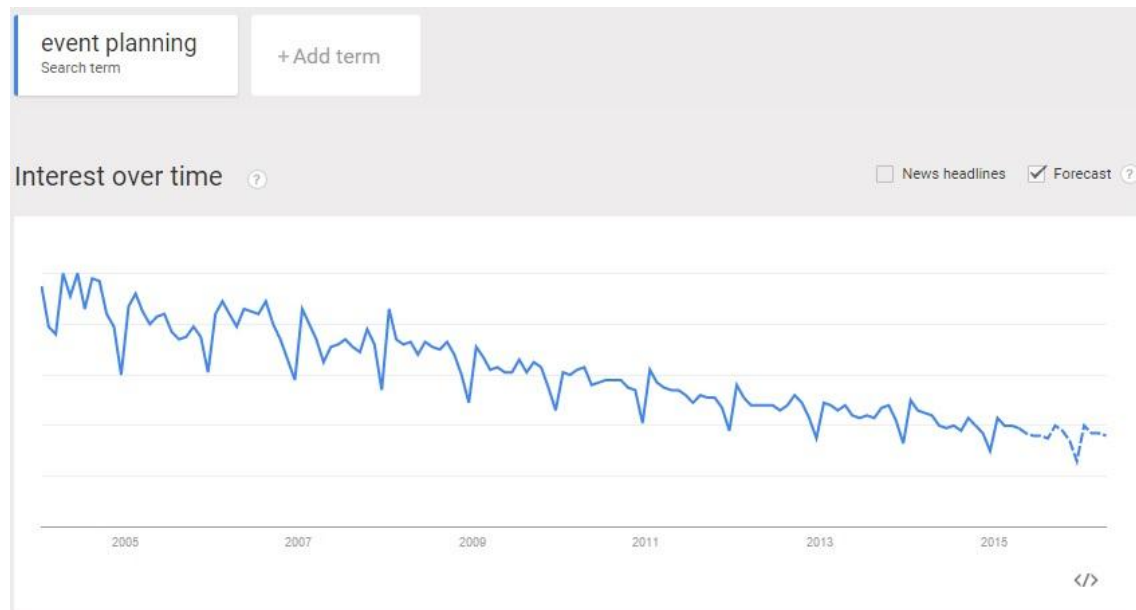
[Event Planning](#)

[Event Management](#)

As you can see people are searching for everything from the Event Planning journey in the niche.

This shows just how passionate these audiences are about the niche.

NICHE GROWTH & MONTHLY SEARCHES



Look at the trend in interest in the Event Planning. It is on the decline and is predicted to declining for years.

Whilst this niche isn't as popular as it was several years ago you can see that this is an evergreen niche that has tons of market research that has already been done for you which makes it easier for you to enter and dominate this niche. The fact is this niche is evergreen as there will ALWAYS be someone who needs an event planned and organized so this niche will always be profitable

SUB-NICHES TO EXPLORE

- Event planning jobs
- Wedding planning
- Event management
- Event planner
- Wedding event planning

May also be interested:

- Wedding
- Party
- Corporate event
- Birthday Event
- Bachelorette party

MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

| Most Popular Content | Shares |
|--|--------|
| <u>Lauren Feltman and Brett Schneider Weddings Illustrated</u> | 76749 |
| <u>Wine Barrel Rentals in Flagstaff Celebrations Event Planning Studio</u> | 72510 |
| <u>Boris Johnson accused of letting slip Tory plans to renege on more powers for Holyrood in event of No vote</u> | 18486 |
| <u>Margie and Chris Wedding Beverly Hills hotel and Jana Williams Photography and Details Details Events and Weding Planning</u> | 16047 |
| <u>Thousands Of Washington State Gun Owners Plan Huge Civil Disobedience Event</u> | 11987 |

As you can see people excited and motivated to share content such as Event Planning studio and Weddings Illustration in this niche.

INFLUENTIAL PEOPLE IN THE NICHE

| Domain Name |
|---|
| eventcreating.com |
| caseplanning.info |
| eventdesigning.info |
| case-planning.com |
| event-designing.com |
| eventestateplanning.com |
| affairplanning.info |
| eventcreating.info |
| affair-planning.com |
| event-creating.com |

INFLUENTIAL PEOPLE IN THE NICHE

| Name | Twitter Handle | Followers |
|----------------------------------|------------------|-----------|
| MyEventGuru.com | @myeventguru | 6243 |
| Snappening | @snappening | 3184 |
| Robbie Schlosser | @robbieschlosser | 864 |
| Gartner | @gartner_inc | 253,000 |
| Ticketleap | @ticketleap | 5783 |

These are the 5 most influential people in the market niche on Event Planning.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

AFFILIATE PRODUCTS:

The types of items you can market to Event Planning Niche is apparent when you look at the offerings online. People are looking for Event Planning Jobs, Event Planning Software, Event Planning Ideas etc.

Products on Amazon:

Amazon has over 33010 products listed, ranging from just zero to Hundred dollars.

1-16 of 33,010 results for "**event planning**"

Best Selling Products On Amazon:

| Product | Avg/Price | Reviews | Rating |
|--|-----------|---------|--------|
| Start Your Own Event Planning Business: Your Step-By-Step Guide to Success (StartUp Series) | \$15.90 | 14 | 4.6 |
| Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions | \$25.99 | 17 | 3.9 |
| Become an Event Planner: The Three Necessary Steps to Begin Your Event Planning Career | \$2.99 | 30 | 4.6 |
| Meeting and Event Planning For Dummies | \$17.74 | 15 | 3.9 |
| Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book | \$2.99 | 11 | 4.6 |
| The Complete Guide to Successful Event Planning with Companion CD-ROM REVISED 2nd Edition | \$24.24 | 28 | 4.6 |

There will always be newer and better products **which means** buying the latest and items that will generate sales as well as repeat sales for you.

Clickbank:

There are over 478 products related to the topic on CB.

Incorporate these items from Clickbank to maximize profits.

| Product | Price | Commission | Gravity |
|---|---------|------------|---------|
| Event Planning Blueprint | \$66.48 | 75.0% | 1.00 |
| 12 Strategies To Attract Event Planning Clients (view mobile) | N/A | 75.0% | 0.00 |
| Most Popular Event Planning Products On CB (view mobile) | N/A | 75.0% | 0.00 |
| Event Planning Secrets (view mobile) | N/A | 75.0% | 0.00 |

Most Clickbank products offer 75% commission meaning generous payouts.

Retailers on ShareASale.com

There are over 33 merchants on ShareASale selling items related to Event Planning.

| Results | |
|-----------|-----|
| Products | 33 |
| Merchants | 413 |

Most Popular:

| Merchant | Commission | Cookie Length |
|---------------------------------------|------------|---------------|
| DentalPlans.com, Inc. | 20.00% | 60 days |
| NationalUnderwriter | 10.00% | 90 days |
| PaleoPlan | 40.00% | 90 days |
| Slimfy | 15.00% | 120 days |

Retailers on CJ.com

There is many retailer on CJ.com with affiliate programs related to Event Planning.

| Retailer | Commission | 3 Month EPC |
|-----------------------------------|------------|-------------|
| Cookies by Design | 10.00% | \$42.76 |

Other Affiliate Programs & Offers

These are independently run affiliate programs.

| Retailer | Commission | Cookie |
|---|------------|---------|
| Beau-coup Affiliate Program — Event Planners | 50.00% | Unknown |
| Affiliate Program for DJs and Party Event Planners | 20.00% | Unknown |
| Affiliate Signup Wedding and Event Planning Courses - WEI | 7.00% | Unknown |

CPA & Other Offers

| Offer | Commission or Payout | Cookie | Type | Network |
|---|----------------------|--------|----------|-----------|
| Event Planning Blueprint | \$66.49 | N/A | Sale | ClickBank |
| getmeaticket.co.uk - Win A Holiday To Orlando | \$1.49 | N/A | Lead | Monetise |
| 12 Strategies To Attract Event Planning Clients | 75% | N/A | Revshare | ClickBank |
| Most Popular Event Planning Products On CB | 75% | N/A | Revshare | ClickBank |
| Holiday & Event Money Saving Tips | 75% | N/A | Revshare | ClickBank |

Kindle

| Title | Author | Price | Star Rating | Reviews |
|--|--------------------|---------|-------------|---------|
| Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions | Judy Allen | \$25.99 | 3.9 | 17 |
| Become an Event Planner: The Three Necessary Steps to Begin Your Event Planning Career | Sirena Evans | \$2.99 | 4.6 | 30 |
| Start Your Own Event Planning Business: Your Step-By-Step Guide to Success (StartUp Series) | Entrepreneur Press | \$9.99 | 4.6 | 14 |
| Events Exposed: Managing and Designing Special Events | Lena Malouf | \$31.00 | 4.7 | 6 |
| Event Planning Tips: The Straight Scoop on How to Run a Successful Event | Natalie Johnson | \$2.99 | 4.6 | 11 |
| The Complete Guide to Successful Event Planning | Shannon Kilkenny | \$17.97 | 4.6 | 28 |
| How to Become an Event Planner: The Ultimate Guide to a Successful Career in Event Planning | Gabriella Reznik | \$2.99 | 4.2 | 23 |

Google Play Books

| Title | Author | Price |
|---|--------------------|---------|
| <u>Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, Edition 2</u> | Judy Allen | \$32.99 |
| <u>The Complete Guide to Successful Event Planning</u> | Shannon Kilkenny | \$17.99 |
| <u>Event Planning</u> | Laurence Carter | \$3.96 |
| <u>Start Your Own Event Planning Business</u> | Entrepreneur Press | \$13.50 |
| <u>Meeting and Event Planning For Dummies</u> | Susan Friedmann | \$16.99 |
| <u>The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events</u> | Judy Allen | \$22.39 |
| <u>Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management</u> | Judy Allen | \$22.99 |

Google Play Apps

| Apps | Price |
|--|-------|
| <u>Event Planner (Party Planning)</u> | Free |
| <u>Event Planner Free</u> | Free |
| <u>Event Planner Notes Reminder</u> | Free |
| <u>Planner - Events, Tasks & Notes</u> | Free |

Udemy Courses

| Course | # of Lectures | Rating | # of Reviews | Price |
|--|---------------|--------|--------------|-------|
| <u>The Planner's Plan-How to start and Event Planning Business</u> | 11 | 0 | 0 | \$49 |
| <u>The Guide To Event Planning</u> | 62 | 4.8 | 9 | \$89 |
| <u>Event Planning: greening your event</u> | 10 | 5.0 | 2 | \$10 |
| <u>Successful Events: Event Planning, Marketing & Management</u> | 13 | 4.4 | 5 | \$9 |
| <u>Planning Events: A Step-by-Step Guide</u> | 34 | 0 | 0 | \$197 |

iTune Apple

| Course | Category | Star Rating | Reviews |
|--|---------------|-------------|---------|
| Pro Party Planner | Lifestyle | 3 | 131 |
| Planner Plus - Daily Schedule, Task Manager & Personal Organizer | Productivity | 4 | 68 |
| Event Planning for Your Business | Business | 4 | 20 |
| Party Planner Free* Event Planning | Entertainment | 1 | 9 |
| myParties - Event Planner (Party Planning) | Lifestyle | 4 | 49 |

BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows almost 101,000,000 pages, so there's no shortage of content ideas and bloggers to network with.

Top Event Planning Blogs:

| Blog | Social Media | Email List |
|--|--------------|------------|
| Event Manager Blog | Yes | No |
| Helloendless | Yes | No |
| Event Planning | Yes | No |
| Event Planners Association | No | No |
| Mindy Weiss | Yes | No |
| Brilliant event planning | Yes | No |

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

Top Event Planning Forums

| Forum | Members | Posts |
|--------------------------------------|---------|---------|
| Event Planning Forum | 3140 | 398 |
| Planners Lounge | 3931 | Unknown |
| Party 441 | Unknown | 451 |
| Event Head Quarters | Unknown | Unknown |

These are some of the top forums catering to **Event Planning**.

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your audience and traffic to your site can start pouring in.

Social Media

Facebook has tens of 1000's of people interested in Aromatherapy. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

| Page | # of Likes |
|-------------------------------------|------------|
| Tomorrowland | 7,508,970 |
| Expo Londrina | 120,816 |
| Nigerian Wedding | 1,019,395 |
| Victorious Festival | 23,190 |
| Regression Sessions | 12,135 |
| Ovation Productions | 53,393 |
| gCircuit | 92,191 |

Facebook Most Popular Groups

| Group | Members |
|---|---------|
| A&F Event Planning Group | 487 |
| Event Planning and Design Survey | 339 |
| Party Event and Planning | 563 |
| Fiestas y planes para tus eventos | 2491 |

Most Popular Youtube Channels

| Channel | Video # | Subscribers |
|---|---------|-------------|
| EventPlanning BlueprintTV | 129 | 1309 |
| Official Student Event Planners Association | 109 | 104 |

Popular Reddit Groups

| Group | Members |
|----------------------------------|---------|
| Relationship | 302607 |
| Wedding Planning | 21486 |

Scoop It Groups

| Group | Views |
|---|--------|
| Clubplanet Clone, Eventbrite Clone Script, Event Management Software, Event Planning Software | 13,000 |
| Event Planning Checklist | 303 |
| Event Planning | 348 |

Pinterest Pinners

| Pinner | Followers |
|--|-----------|
| Marina | 6144 |
| Special Moments Event Planning | 2725 |
| Ashley Alphin | 2518 |
| Elegant Event | 2732 |

WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand opportunity...

It's also a great idea to get a look at what successful site owners have done and emulate them.

| Site | Sold For |
|--|----------|
| EventPlanningInfo.com | \$130 |
| EventPlanningGuides.com | \$310 |
| TheEventsDirectory.com | \$197 |
| RemindMyEvents.com | \$115 |
| EventConnectLive.com | \$155 |
| events-booking.com | \$210 |

WHY ARE PEOPLE IN THIS NICHE

- Events are a great way to publicize an organization, get people together, and provide value to attendees.
- Great events have a plan! Yes, there is a degree to which we want to be able to have some spontaneous time in any event but the danger is under-planning. A lock-in without a good plan is a recipe for disaster!
- Event Planning are essential to any youth ministry if they have a purpose and goal.
- The increasingly global nature of business will drive the demand for event planning.
- The income opportunities are amongst the best, relative to many other professions.
- Often individuals find that they lack the expertise and the time to plan events themselves. Independent event planners can step in and give these events the attention they deserve.
- This industry is very people-oriented. Jaclyn Bernstein mentioned a propensity for “taking care of people.”
- Large businesses hire event planners to produce the myriad events—from golf tournaments to trade shows with tens of thousands of attendees—that are necessary each year.

MOST COMMON TOPICS AND QUESTIONS

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

- [What is an Event Planner?](#)
- [What does event planner do?](#)
- [What is the vision and purpose behind the event planning?](#)
- [What is the workplace of an Event Planner like?](#)
- [How to Start an Event Planning Service?](#)
- [How to plan an event?](#)
- [How to become a certified event planner?](#)

WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

| Company | Selling |
|---|--------------------------|
| Become An Event Planner | Event & Venue Management |
| Event Planner Courses | EVENT PLANNING COURSE |
| Event Planning Tool | Consultation |

BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. Why We Love Event Planning (And You Should, Too!)
2. The Worst Advice We've Ever Heard About Event Planning
3. 20 Myths About Event Planning
4. 5 Tools Everyone In The Event Planning Industry Should Be Using
5. What Will Event Planning Be Like In 100 Years?
6. Event Planning Tips From Experts
7. Business Event Planning Can Be a Daunting Task So Do Not Let Your Conference or Meeting Run Wild
8. Attributes of Hiring International Event Planning Services
9. What You Need to Know About Event Planning
10. 7 Tips For Event Planning

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

REASONS TO GET INVOLVED IN THE NICHE

- **Event Planning** is an **ever green** market and is highly profitable.
- It's worth \$6 Billion so now is the perfect time to get involved.
- Over **170,000** people are searching for just the most obvious keywords every month – showing huge online demand.
- The target audience is both **male and female** aged **20 to 60** tend to have disposable income to spend – you can benefit from that spending.
- Between the social media hubs and forums there's around **195,779** members meaning a huge pool of engaged traffic to tap into.
- There's an endless array of content ideas in the niche including popular ones like “**What is event planning job?**” and “**Event Planning course & guide for career**” – create similar content but better and it's almost guaranteed to go viral.
- People are passionate about this topic and ready to spend money, you can see they already buy **event planning guide** and **event planning software** it may as well be spent

with you.

- There's endless problems from **how to plan corporate event** to **bachelorette event & party** and every problem as a product available which solves it – sell these as an affiliate.
- There's plenty of good domain names available including eventcreating.com and eventstateplanning.com – pick one and get started.
- [Become An Event Planner](#) and [Event Planner Courses](#) or [Event Planning Tool](#) are advertising in this niche showing it must be profitable, people don't spend money on ads if they can't profit from them – get involved.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on **Event Planning**.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other **Event Planning** blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return

the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.

WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!