

2022

templet.

Event Marketing Boost
blueprint



WHAT IS THIS AND WHY DOES IT MATTER TO ME?

Our event marketing boost blueprint is our **design and process guide** for marketing events. It summarizes our **best practices** and recommendations around **what good looks like** in this type of marketing initiative. It should **help you refine your own campaign scope** and more clearly **articulate** your specific set of **requirements**.

Properly executed
invite sequences
deliver

2X
engagement

Note: This is for you if you already have your own event project plan. We must assume that you have a marketing automation team and toolset required to implement our recommended course of action. This blueprint considers only potential content and communication gaps, before, during and after the event. If you are thinking about your first Marketing event, contact us to provide further advice.

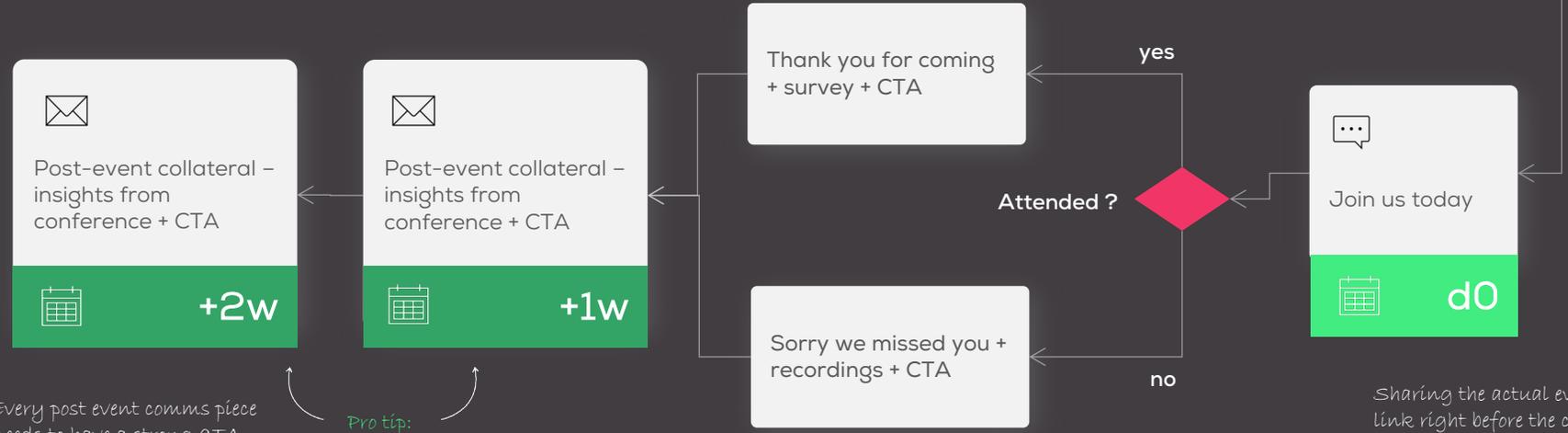
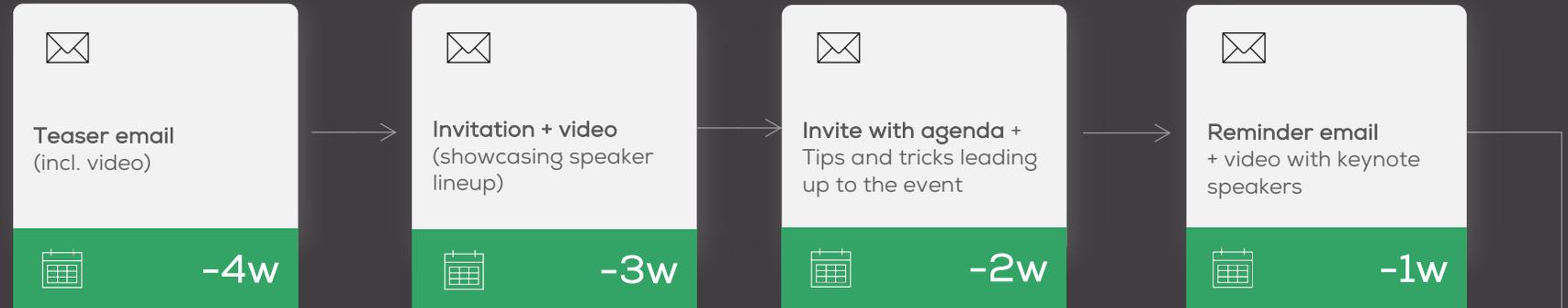
PARTICIPANT'S JOURNEY

Invitees currently in your database

Optimization tip:
Personalized invites are up to 10x more effective than generic emails. Evaluate your invitee database and assess its feasibility for this new event.

Pro tip:
Within your RSVP/Event page, guests should have the option of inviting more people that could be interested.

Pro tip:
When dealing with corporate customers, the RSVP function should automatically trigger an outlook meeting invite.



Every post event comms piece needs to have a strong CTA. It'll be your last opportunity to capture leads.

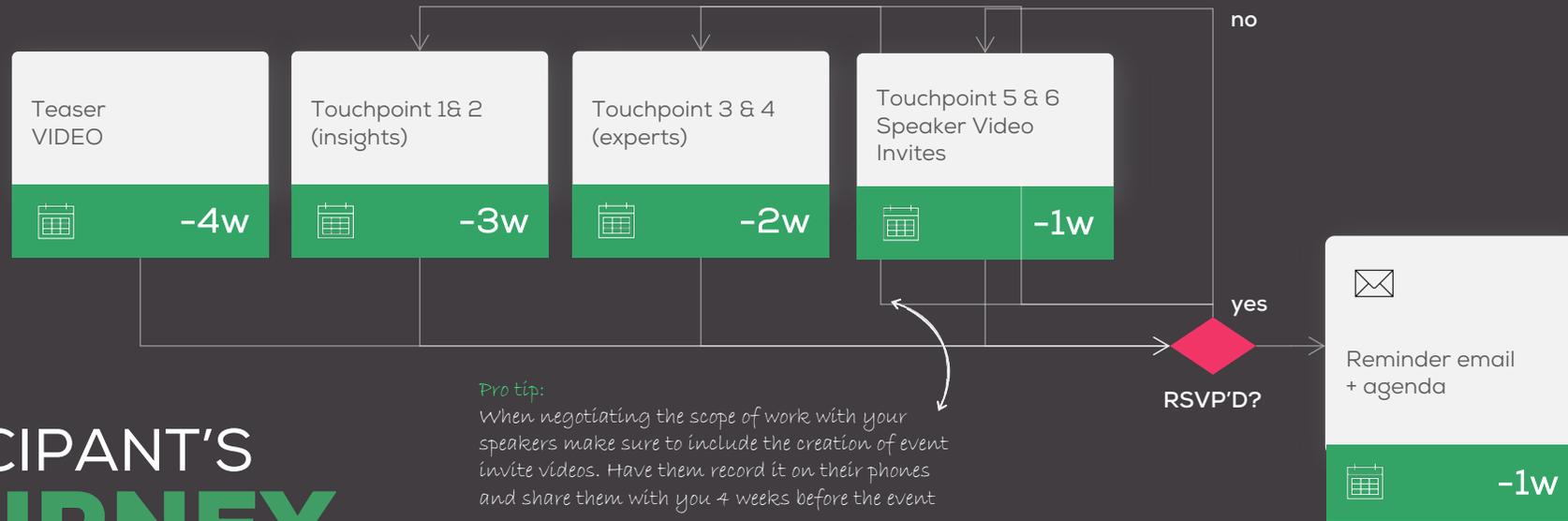
Pro tip:
All post event content should be done ahead of time so that it can be distributed in a timely fashion.

Sharing the actual event link right before the call helps improve participation rates up to 2x.

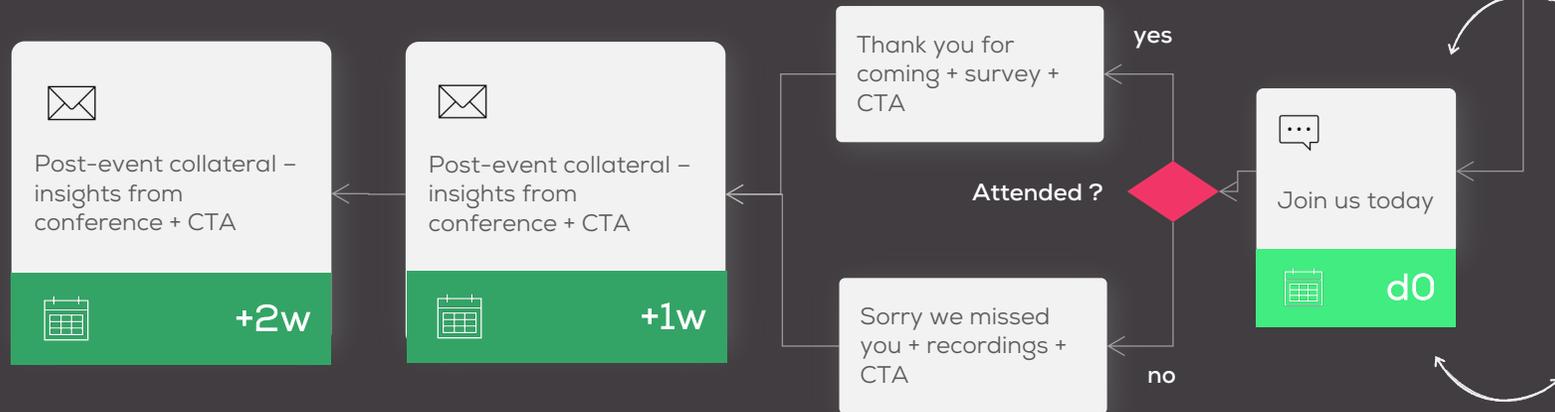
SAVING TIP:
Every marketing event you do should follow the same process. This is a good opportunity for you to create a template system and do a proper setup within your marketing automation solution, so that every new iteration becomes easy. If you try to work on these items while project managing the event execution, you are probably going to be late. Work with your team to ensure alignment around each comms piece.

PARTICIPANT'S JOURNEY

From Social Media



Pro tip: When negotiating the scope of work with your speakers make sure to include the creation of event invite videos. Have them record it on their phones and share them with you 4 weeks before the event



SAVING TIP: Social media posts can also be 'templatized', try to do so whenever possible.

PRO TIP: Incorporating video during the event goes a long way in terms of creating excitement and engagement during the event.

- Videos we've seen that generate more impact:
- Event intro
 - Section intros
 - Speaker intros
 - Contest / award ceremony intros
 - Demo videos

PRO TIP: Try to stay away from live demos – minimize the possibility of error. Either emulate the capabilities you want to show, or pre-record it. Try to do the same with the keynote. It'll give you the opportunity to add more visuals to your main speaker presentation, and it'll make it much more impactful.

PRE-EVENT SCHEDULE

PRE-EVENT ACTIONS	-8W	-7W	-6W	-5W	-4W	-3W	-2W	-1W	DO
EXTERNAL COMMS									
Email				Teaser email (incl. video)	Invitation + Video showcasing our speakers	Email invite (w/agenda + content)	Reminder email	Thank you email + Invite (x2) (w/agenda + prizes + request a call)	
Social (organic)					Insights Posts (x2)	Speaker Posts (x2)	Video Invites from speakers		
Social (paid)				Teaser video		Video invites From expert speakers			
TV/Radio*					Video/Radio ad showcasing our speakers	Event Invite			
PR					News outlet article	Association Email invites (w/agenda + promo)	Association Email invites (w/agenda + promo)	News outlet article	
WhatsApp / Text								Join us (2h before the session)	
Website					Banner ads - invites				
INTERNAL COMMS									
Email	We are doing an event!		Media kit		RSVP tracker	RSVP tracker		RSVP tracker (-1d)	
Webinar		Event plan	<i>Pro tip:</i> Your extended team needs to be informed about the event BEFORE marketing invites begin to go out. They should have the means to invite people on their own and define a filter criteria for marketing.			<i>Pro tip:</i> The entire organization needs visibility into participant's confirmations.		Our tactical sales plan	<i>Pro tip:</i> Sales teams need to have a huddle session and plan their lead management functions post-event.

POST-EVENT SCHEDULE

POST EVENT ACTIONS	+1D	+1W	+2W	+3W	+4W	+5W	+6W	+7W
EXTERNAL								
Email	Post event survey & recap videos- Schedule a call (x2)	EBOOK – insights from event	EBOOK – insights from event			Visit our resource hub		
Social (organic)								
Social (paid)			Visit our resource hub					
TV/Radio								
PR		Event hi-lites						
WhatsApp / Text			Visit our resource hub					
Website			Post event resources – now online					
INTERNAL								
Email	You lead list + sales kit!!	Lead tracker		Lead tracker		Lead tracker		
Webinar	<p><i>Pro tip:</i> Beyond the lead list—which should be made available within the CRM (or you must have a plan B)—sales reps will need sales resources post event. This will include the post-event collaterals that are part of this campaign, decks and the content share during the event.</p>						<p><i>Pro tip:</i> There needs to be an accountability mechanism for your sales team. Communicating results is a must.</p>	



event marketing checklist

What you need to ask for / consider

Quantities may change
depending on final scope

		#
BEFORE	Invite Emails	10
	Social Media posts	4
	WhatsApp posts	2
	Teaser video	1
	Speaker invite videos	7
	TV Ads – Invite, Reminder (30 second videos)	2
	30-second radio script	1
	Press Ad + variants	1
	Website banner	11
	Website – Event landing page	1
	Website – Refer a friend page + RSVP leaderboard	1
	Media kit (deck template, 3 emails, 3 posts)	1
	DURING	Event intro video
Speaker/Section intro video		3
Zoom Backdrops		2
Lead reporting Dashboard + emails		1
Post event survey		1
AFTER	Resource hub – landing page	1
	Event Recap video	1
	Video Editing work – Session recap	1
	E-books/ Post event collateral (x2)	2
	Ebook – Emails	2
	Social Media posts	3
	Sales reps’ sales kit (commercial deck + flyer + FAQ)	1