HOW TO EFFECTIVELY MARKET YOUR GLOBAL EVENT

Marketing an event today is much more complicated than in generations past. Technology has changed the way the entire event industry does business. So, what are the most effective ways to utilize your event marketing budget?

EMAIL

74% of marketers say email is their most commonly used tool for event promotion.

61% of marketers want to see informative and engaging details included in event-related content.

40% of emails are opened on mobile first.

66% higher open rates occur when the subject line creates a sense of urgency.

40% of attendees at face-to-face events engage in online activities of event planners.

91% of event attendees say that access to meeting or event schedules in an event app is extremely important.

SOCIAL MEDIA

89% of event marketers use Facebook as their #1 social media tool.

YouTube is the 2nd largest search engine in the world, processing 3 billion searches every month.

60% of smartphone users are using their devices at social gatherings and events.

1,398,359 is the average number of event-related social media mentions for large signature events.

Images or tweets with hashtags receive 2x more engagement than those without #.

5-7% of Instagram followers will interact on this platform during an event.

Social is just as important during and after your event as it is before the event.

WHAT'S GOING TO ATTRACT ATTENTION?

IMMERSIVE EXPERIENCES:

- EVENT APP
- SOCIAL MEDIA

HOW DO YOU MEASURE SUCCESS?

Registration numbers
Attendee satisfaction
Social media mentions
Speaker page engagement
Total check-ins
Cost-to-revenue ratio
Customers acquired
Gross revenue
Attendee engagement

SOURCES

82% of recipients want email reminders for events they're interested in attending.

www.maritzglobalevents.com

Measure your marketing success with these 9 metrics.

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