

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



of marketers say **email is their most commonly used tool** for event promotion



of Content Marketing Institute survey respondents want to see informative and engaging details included in event-related content



of emails are opened on **mobile first** – use 4-7 words to fit on the screen

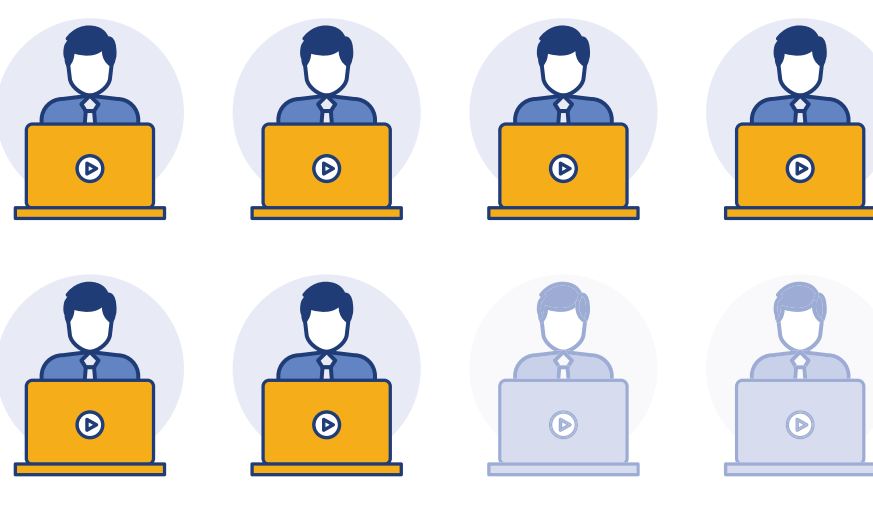


higher open rates occur when the subject line creates a sense of urgency

While **7 words** is the most common subject line word length, **3 words** have the highest engagement rates

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

EVENT APP



of attendees at face-to-face events engage in online activities



of event planners have seen a positive return on investment from event apps



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

63% of event professionals are not using event apps

SOCIAL MEDIA

56% of event marketers use social media to educate prospects and existing customers about their events

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

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

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

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.

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:

- Interactions** — Look for ways to create on-site activities that ensure your brand or product is the hero.
- Visualizations** — Use video displays/projections, photos, and product demonstrations to offer interactive opportunities for consumers to really understand your product and its benefits.
- Connections** — When you encourage attendees to use your devices onsite, you are one step closer to creating connections that last beyond the event footprint.
- Branding** — "Just like your website, an event footprint provides a unique layout that must have consistent branding across all touch points." - Steve McCall (@AMP_Agency)

HOW DO YOU MEASURE SUCCESS?

Measure your marketing success with these 9 metrics



SOURCES

blog.pop2life.com, certain.com, marketingcharts.com, certain.com, blog.bizzabo.com, blog.planningpod.com, markebrand.com, www.eventbrite.co.uk, blog.hubspot.com, emailmonks.com, eventbrite.com, and contentmarketinginstitute.com