

# 2018 EVENT MARKETING PLAN TEMPLATE

## SMARTer Event Marketing Objectives?

What are your event marketing objectives?

Tips:

- Be **precise**
- Be **action driven**
- Be **relevant** to your main event objective

My main objectives are:

Examples:

- Sell 35% more tickets than last year
- Sell 25% more sponsorship
- Increase attendee retention by 30%
- Sell 25% of all tickets to younger attendees
- Get 25% more employees to register for the team building activities
- Sell 15% more product from the brand activation alone

## The 5 Ws

### 1. Why Should People Attend Your Event?

Tips:

- Why is this event important?


- How will it bring value to the customer?


Examples:

- XYZ is the must attend event of the year for surgeons who want to meet with the influencers in cardiology, stay on top of trends and advance their career.
- ABC is the event that will push the boundary of fun, with the strongest line up of performers ever put together, to entertain boys and girls in Florida.
- You can see where we are going with this. We are being specific, we are addressing directly the need our attendees and telling them how our events solves it. You will be able to expand later but for now keep things high level and trust the process.

## Personas

### Create Audience Personas

Tips:

- How do they consume content?
- What technology and social media do they use?
- When are they most likely to interact and how?
- Who are their key influencers?

# PERSONA TEMPLATE

Use this template to develop personas, which represent your core attendees and stakeholders. We recommend creating up to 5 personas, which should be continuously developed and refined with real event data.

Persona Name
Photograph

## Personal details

Age:	Location:
Gender:	Family:

## Career

Job title:	Salary:
Organization:	Decision making power:
Size. Customers. Purpose	
Chain of command. Who do they report to? Who reports to them?	
Typical working day/week	
How much time and disposable income do they have?	

## Background Information

Struggles:	Barriers:
Fears:	Goals:
Pain points:	

## Content

How do they consume content?
What social media do they use?
Which devices do they use to access content?

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## **Influencers**

Who are their key influencers?

Who do they listen to the most?

## **Triggers**

Main motivations in terms of attending the event:

What your event can give that will offer them true value:

Core messaging:

## **Specific event elevator pitch for this attendee**

## 2. **Where** - Use A Map To Increase Event Registrations

Tips:

- Map the touchpoints of attendee journey


- Map the touchpoints of the stakeholder journey


Examples of touchpoints:

- The content of your event - the sessions, speakers or performers
- Event website
- Mail
- Social media profiles of the event
- Exhibitor brochure
- Advertising on search engines, magazines or social media
- Discussion about events on social media or forums
- Videos of previous event
- Sessions content from previous events
- Registration page
- Event app
- Search engine presence



### 3. **When** - Schedule Your Activities

Tips:

- Determine and plan numerous touchpoints for stakeholders to encounter your event marketing to vastly increase your chance of a successful sale or engagement

List key times, dates and timely activities:

### 4. **What** - Your Event Marketing Campaign

Examples:

- Create a programme that reflects latest developments in the relevant field. Get the best speakers in the industry
- Collect the most popular session from last year and use the video on Youtube and Facebook
- Use paid advertising to promote the video in the geographic areas where your attendees tend to come from
- Also use all internal marketing assets (emails, social followers) to drive traffic to the video - your existing attendees can help you to get new attendees!
- Collect video views in Facebook and or Google remarketing lists
- Create an ad focused about the learning opportunity of your event
- Create a landing page with the video and clear registration link
- Promote the ad to the remarketing lists you have accumulated
- Test different versions of the landing page to optimize conversions

List your key actions:


5. **Weigh:** Measure Your Success

Tips:

- Choose your analytics platforms (Web analytics, Ad Analytics, Event Management Software, etc)
- Know all your vitals (email click through rates, video views, engagement with video, ads CTR, page conversion rate, etc)
- Run tests (A/B)
- Constantly analyze
- Optimize

What are the most important statistics in terms of achieving your objectives?



# EVENT MARKETING TACTICS CHECKLIST

## Tactics For Email Marketing

- Start Building Your List Now
- Write to an Actual Person
- Keep It Short
- Simplify Your Template Design
- Mobile Optimized
- Test Different Subject Lines
- Clean Your Lists
- Don't Overload People
- Use Your Email Data to Do More
- Timing
- One Is Not Done
- Testing
- Effective Call To Action

## Tactics For Event Marketing Websites

- Bespoke Landing Pages
- Why Attend Pages
- Live Chat

## Your Event Registration Site/Page

- Testing
- Keep It Simple
- Mobile Friendly
- Social Media and Integration
- Incomplete Bookings
- How Did You Hear About The Event?
- Final Reminder Email

## Social Media

- Optimize your Social Media Account Bios
- Be Prepared
- Add a Call to Action to your Social Media Images

- Encourage Colleagues and Employees to Connect to your Brand on Social Media
- Create Relevant Video Content Quickly
- Vary the Types of Content you Post (and When)
- Consider SEO
- Target Practice
- Beware of Automated Posts
- Up the Fun Factor
- Live Video/Live Stream
- Podcasts

## Testimonials and Referrals

- Ask
- Provide an Incentive
- Set up a Special Landing Page

## Blogging and Content Marketing

- Deliver Content in a Medium Your Audience Enjoys
- Content Needs to Match Your Strategy
- Find Out the Most Effective Time to Post
- Measuring Results
- Use The Right Tone of Voice For the Audience
- Commit Resources

## Video

- Promotional Videos
- Video Within Your Event App
- Video Competition
- Video Booth Recordings
- How-To Videos
- Teaser Video
- Recap Videos