A B2B MARKETER’S GUIDE TO Event Marketing
Contents

If you’re actively participating in or hosting events, or you’re ready to kick off event marketing for your organization, this guide will walk you through key elements needed to plan and organize a successful, revenue-generating event.

- Introduction
- Defining Your Target Audience
- The 5 “P”s of Event Marketing
  - Purpose
  - Plan
  - Promotion
  - Presence
  - Post Event
Introduction

Looking to generate buzz around your company, products and/or services? Carefully targeted B2B events allow your organization to interact with prospects, spread brand awareness, showcase products and services and motivate your audience to take action!

B2B MARKETERS PARTICIPATE IN A VARIETY OF EVENTS, SUCH AS:

- Tradeshows
- User Conferences
- Executive Events
- Regional Meetings
- Workshops
- Webinars
Defining Your Target Audience

No matter what type of event you’re planning, determining your target audience is a critical first step.

When determining your target audience, get granular. The more you hone in on your audience, the more likely you will be able to create messaging and content that will appeal to their interests and engage them.

FACTORS TO CONSIDER MAY INCLUDE:

- Company
- Role
- Revenue
- Industry vertical
- Customer type
- Company size
- Geographical location
- Current products or solutions
The Five “P”s of Event Marketing

Every event is different, but your strategic approach to each one should be consistent, whether it’s a webinar or trade show.

In order to have a successful B2B event, there are five “P’s” that you should keep in mind:

- Promotion
- Planning
- Purpose
- Presence
- Post-Event
Purpose

Before you begin planning an event, the first step is to establish your organization’s goals and an event strategy.

Goals could be anything from obtaining a set number of leads to educating the media about your company or product/service. It’s also important that everyone on your team agrees to the goals, as these will help you formulate your overall event strategy.

QUESTIONS TO CONSIDER INCLUDE:
- What is the purpose of the event?
- What do you want this event to feature?
- Are you using the event to launch your company, or a new product or service?
- What does success look like?
- How will you attract and engage attendees/visitors?
- What are the key messages you would like to communicate?
- What are the key takeaways you would like leads to walk away with?
Planning

With your organization’s goals in mind, the next step is to take on the tactical aspects of planning your event.

The planning dynamics can vary greatly if the event is hosted or if it’s an event you will attend, such as a tradeshow. Here are some questions to ask when planning for two very different types of events.

HOSTED EVENT
• Budget?
• Small or large-scaled event?
• In-person or virtual?
• Formal presentation, demo and/or networking?
• Sales slicks and/or handouts?
• Keynote or expert speaker?
• Entertainment?

ATTENDED EVENT
• Budget?
• Sponsorship level?
• Booth design and location?
• Speaking or other sponsor opportunities?
• Handouts or branded tchotchkes?
• Ways to drive booth attendance?
• Giveaways?
Marketing for most events can start anywhere from 1 year (or more) to just a couple months prior to the event.

When establishing the timeline, it will need to be thorough, starting from the early tasks and carrying through to promotions and post-event follow-up activities.

Developing the timeline should be a team effort. Make sure all event stakeholders are fully bought-in to the timeline and have the resources, tools and decision-making power necessary to execute their deliverables.

**TIP:** When hosting an event, the shorter the event’s duration, the shorter the announcement lead time should be. For a two-hour regional seminar, your contacts only need three to four weeks to plan vs. many months for a 3-day conference where travel is required.
Promotion

Promotion of an event is essential for successful engagement.

For the maximum impact, implement an integrated marketing approach utilizing multiple tactics. Get creative when promoting an event. Modify email signatures, add details to a “PS” in all your emails, post it on your homepage, etc.

According to 156 leading event coordinators in a survey published by EXPO Magazine, the mediums most commonly used for attendance marketing are email, Facebook and direct mail postcards.

TIP: If prompting registration, use a unique code for each marketing vehicle to track which performed best for future events.

25% of B2B marketers reported the greatest ROI on event marketing from email.
Presence

Preparedness at an event is critical for creating the “wow factor” that will turn attendees into leads.

Think eye-catching, interesting, professional, on brand and vibrant when creating materials like presentations, sales slicks and any other relevant company and/or product handouts.

Prepare staff with their designated roles and dress code. Arm them with plenty of promotional giveaways for lead gen efforts, prepare demos, etc. Consider coordinating branded giveaways that create ongoing brand affinity, like t-shirts, fanny packs, sunglasses, water bottles or other trendy, useful items.

TIP: Don’t forget to get social at your event – live tweeting and posting photos can create a buzz!
Post-Event

While pre-show marketing and your activities during the event are a huge part of achieving success, they should make up only about 50% of your strategy.

The most critical piece of event marketing—the other 50%—should lie in the post-event follow up.

EVENT FOLLOW UP BEST PRACTICES INCLUDE:

Follow Up Immediately
At the conclusion of an event, all qualified leads should receive a follow up within 1-4 (max) business days. Content is always going to be a main attraction, so keep newly found leads interested and engaged with relevant, targeted content.

Personalize Follow Up Communications
When following up with event leads, aim to make it personal. Incorporate the individual’s name and company name in any communication and tailor the communication to the recipient’s interests.
EVENT FOLLOW UP BEST PRACTICES, CONTINUED:

Provide Value
For best results, have a reason to follow up and keep the communication casual, not reflective of a sales pitch. Email a content offering, such as an eBook, video or whitepaper, or extend an invitation to an online web event (and be sure that you are offering something of value).

Look Beyond Initial Event Follow Up
Consistent contact with qualified leads is key to keeping your company and products/services top of mind. Create integrated marketing plans that consist of lead nurturing programs and campaigns to continue to spread your marketing message.

TIP: Stay in front of your target through regular seminars, webinars, newsletters and/or social media.
Ready to Rock Your Event?

Let Launch Marketing help you drive attendance, engage your audience and create the best possible experience for your attendees. Contact Launch online or at 512-495-9900.

www.launch-marketing.com

About Launch Marketing

Launch Marketing is a boutique business-to-business (B2B) marketing firm in Austin, Texas that provides turn-key services focused on generating leads and driving revenue. The team brings a breadth of senior-level expertise with a full-service approach to help clients maximize the impact of marketing for their business. Since 2001, they have helped countless clients successfully launch their company, dive into new markets, introduce new products, and generate more qualified leads.

For more information, visit www.launch-marketing.com.