



# UNLOCK THE FULL POTENTIAL OF YOUR NEXT EVENT WITH PROVEN MARKETING STRATEGIES

# PRE-EVENT MARKETING

Sharing that you will be participating in an upcoming event is **an opportunity to introduce your brand** or product and **engage potential clients.**



A study by Deloitte found that exhibitors who conducted pre-show marketing campaigns found that their **conversion from booth visitors to leads increased by 50%.**

Not sure where to start with your pre-event promotions?  
You can find a checklist of **pre-event marketing strategies** on the next page.

# PRE-EVENT MARKETING CHECKLIST

## ✓ TARGETED EMAILS/ PRE-SHOW EMAIL

Email marketing is one of the most effective methods for targeting and reaching prospects with messaging focused on products and solutions. Use our first-party data and insights to set up and deploy HTML emails that attract decision-makers to your booth.

## ✓ AUDIENCE EXTENSION (BANNER, NATIVE AND VIDEO)

Leverage our 1st party data and create campaigns targeting the business decision makers who attend industry trade events. These ads are served outside of EBM brand sites.

## ✓ SOCIAL AUDIENCE EXTENSION

Create a LinkedIn or Facebook campaign using single image, carousel, or video and create targets based on website visitors, our 1st party data or by creating look-a-like profiles.

## ✓ DIGITAL ADVERTISING

High-visibility display advertising creates brand and product awareness. Showcase your product launches and booth number to drive traffic to your booth.

## ✓ PRINT

Use print as a vehicle to promote your booth presence or showcase your latest products that will be featured at an industry event. Use QR codes to scan for more information on booth number or giveaways.

## ✓ STATE OF THE MARKET

Sponsor EBI's State of the Market survey and full report to distribute at the event and present the results during a session at the event (Exclusive to a single sponsor at each EBM Event).

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# DURING-EVENT MARKETING

This is your time to **gather leads, engage with event attendees, drive booth traffic, and increase brand engagement.**



**52% of attendees** are more likely to enter an exhibit if they're offering a **giveaway or freebie.**

Not sure where to start with your during-event promotions? On the next page, we share a checklist of our tried and true **during-event marketing strategies.**

# DURING-EVENT MARKETING CHECKLIST

## ✓ AUDIENCE EXTENSION – MICROPROXIMITY

Increase your exposure at large industry events with our micro-proximity targeting (or geo-fencing) that allows you target company location, geo targets or attendees that are attending tradeshows and conferences.

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## ✓ CONTENT CREATION

Implementing a content marketing strategy can assist you in making a memorable impression to booth visitors and can be leveraged for lead follow-up. Visual, Short form and long form content types are available. Use QR code for visitors to download your content.

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## ✓ INTERACTIVE CONTEST & QUIZ

Create a mobile Quiz promoted at the booth With the Opportunity to Win a Prize. QR code can be used on a handout or booth banner!

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## ✓ PRODUCT VIDEO

Bring your product/solution life with a quick high-impact product video that uses images to showcase product benefits and applications.

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## ✓ VIDEO SHOOT

Go beyond the tradeshow attendee reach, by extending your trade show exhibits across a target audience. A video team will be on-site to shoot a video at your booth or do an editorial interview.

(Need to meet 10,000 minimum and also work on strategy with editorial, MS and Video team)

## ✓ EBI ROUNDTABLE

Invitation only moderated session with 5 event and 2 sponsor attendees designed to explore strategic process, path to purchase considerations and more.

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## ✓ EBI FOCUS GROUP

A convention or conference offers the opportunity to gather your customers or prospects in one room regardless of geography. The interaction in a relaxed and interactive environment with input from a wide range of customers makes convention or conference-based focus groups unique and insightful.

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## ✓ STATE OF THE MARKET BREAKFAST

Extend the value of the survey and report executed pre-conference to host an exclusive breakfast to present results and host a q/a with an SME and an EBI analyst/editor.

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## ✓ ON THE SPOT INTELLIGENCE/ POLL

Gather insights at your booth throughout the show leveraging a turnkey survey tool and deliver the results post show as part of your lead nurture strategy.

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# POST-EVENT MARKETING

Post-event follow-up is one of the **most critical steps** in your event marketing. This is your chance to **solidify your brand** and **continue nurturing the relationships** you started making at the event.



Marketers who put in the effort to **follow up on their leads** (potential customers) from the trade show event can **convert about 5%–10%** of those leads to buying customers.

Need help figuring out where to begin with post-event marketing?  
Check out our most effective **event marketing strategies** on the next page.

# POST-EVENT MARKETING CHECKLIST

## ✓ CONTENT CREATION

Implementing a content marketing strategy can assist you in can be leveraged for lead follow-up and nurturing. Visual, Short form and long-form content types are available.

## ✓ LEAD NURTURING LEADS COLLECTED FROM EVENT

Leverage our marketing automation nurturing technology to build a continued relationship with your company. Identify hot sales leads based on the overall engagement.

## ✓ POST-EVENT NEWSLETTER

Showcase your event product launches to a targeted email list to expand your audience.

## ✓ CONTENT ENGAGEMENT CENTER

Aggregate your premium content and lead gen assets into a digital hub designed to accelerate decision making through an immersive experience where prospects can self-educate, content binge and nurture themselves.

## ✓ LEAD NURTURING

Leverage survey data captured at the event or through a custom 5-7 hot topic survey (aligned to event content) and deliver as part of lead/booth scan follow-up.

## ✓ ON THE SPOT RESULTS WEBINAR

Extend the value of the data captured during the event and sponsor a results webinar to present all the findings to attendees and a broader selection of the EBM audience database.

## ✓ ATTENDEE EXPERIENCE INTERVIEWS

Raise the bar on post event surveys by conducting interviews with key influencers focused on the event experience, content and their perceptions of your brand nased on the event.

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# ARE YOU LOOKING FOR MORE INFORMATION ON EVENT MARKETING?

Our event experts created a webinar titled **“Increasing Event ROI by Optimizing Event Experiences.”**

In this webinar, Abbie Caracostas, Event Director for the Energy Group, and Kelly Johnson, Director of Sales Enablement, shared the strategies marketers use to:

- extend event experiences
- engage audiences
- increase event ROI
- and achieve lead generation goals

**WATCH ON-DEMAND NOW!**