



# PR3: Toolkit to organize digital events of internationalization

## Module 4: Digital Marketing for Digital Events

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## What is all about?



- By advertising your company's event on the internet, you advertise your entire company, as well
- Advertising can boost your event's attendance rate in the short term and your company's reputation in the long term

# Module 4: Contents

- Create content to promote online your event
- Add your event to your email signature
- Use mailing lists
- Create a unique event page
- Promote the event on Facebook, LinkedIn, Instagram and SnapChat
- Promote the event with social media Ads



# CREATE CONTENT TO PROMOTE ONLINE YOUR EVENT



**Your content marketing efforts should overlap with the event you're promoting**



Don't miss an opportunity to promote an event on a platform you control, particularly when you're dealing with a targeted audience

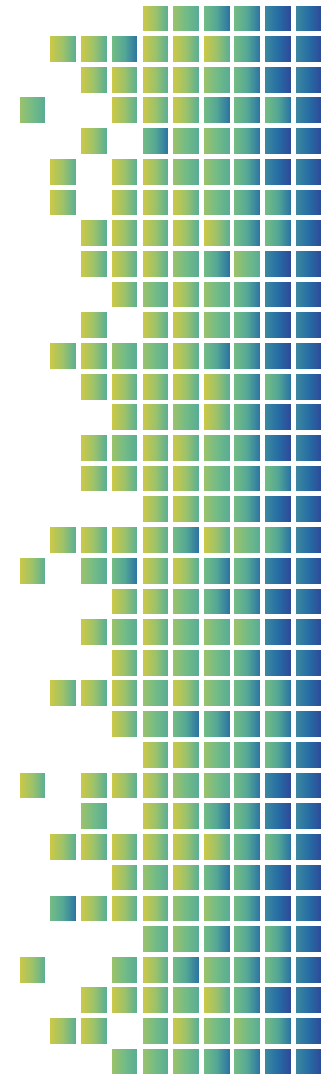


It has a fantastic CTA on their site that leads you to their event  
But, beyond that, it's important to recognize the practicality of this approach:

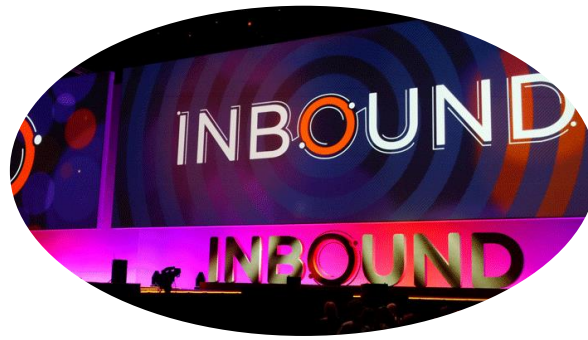
- It created content that promotes events in order not to miss or forget them
- Content offers tangible value, but it never feels purely self-promotional
- If you want, you can create blog posts that discuss information relevant to the event



What is TechCrunch?



## INBOUND



- You can go one step beyond that and create unique videos for the event, like **Inbound** has done
- What matters is that your content is making people aware of your event
- If you want to keep people interested and make sure they actually show up, you'll need to create compelling promotional content

What about Inbound?





# ADD YOUR EVENT TO YOUR EMAIL SIGNATURE

**David Epstein**

Bizzabo | Content Marketing Manager  
555-555-5555

Jan 9 - 11, 2017

New York, NY

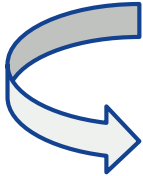
Learn growth marketing tactics



Get an #eventprof signature like this

Learn More!

- An email signature can pique your audience's interest and compel them to click through to your site
- The go-to rule here is to avoid an email signature that's too long or tedious
- An email signature can be a simple yet professional way to promote an event every time you send an email



Something as simple as this [Bizzabo signature](#) can encourage **to click** and **to learn more** about your event

# USE MAILING LISTS



## WHY ARE EMAIL LISTS SO IMPORTANT TO YOUR MARKETING STRATEGY?

- Having your own list of targeted leads can be a pretty powerful marketing tool
- Promoting your event via that email list is the perfect chance to offer your followers even more meaningful value

### TIPS!!!

- Two to three months before your event, you can send out your official invitation to your email list

(Note: If you are promoting a digital event, send invites a month or two in advance)



## AN EFFECTIVE INVITATION HAS 3 MAJOR COMPONENTS:

- It covers the major event details (important speakers, location, etc.)
- It shows what the attendees will gain from going to your event
- It is brief, personal, and to the point
- From there, you should periodically remind people about the event, but don't overdo it. **A clear reminder in your weekly newsletter should get the job done**

When you provide people with valuable information by letting them know you have a relevant event coming up, you'll only reinforce the validity of your email list



# CREATE A UNIQUE EVENT PAGE

- Whether you are hosting an in-person or digital event, a unique event page on your website is a massively important. It helps people take you seriously, and it becomes a hub for event information

**Just take a look at what TechCrunch did with their Disrupt event:**



- There's no need to make it something incredibly fancy. What matters is that it clearly lists all the relevant information about your event

## DISRUPT DEBRIEF

### What Is Disrupt?

TechCrunch Disrupt is the premier startup and technology conference that brings to life all the things that make techcrunch.com great – startups, news, and a no-bullshit attitude.

### What Can I Do At Disrupt?

Techcrunch Disrupt has something for everyone who is interested in startups and tech.

**Get breaking news** first-hand from our Disrupt main stage with high-profile speakers and thought leaders.

**Questions are answered** at [Off The Record Sessions](#), TechCrunch's engaging networking events where you can interact with investors and founders who are making waves in specific categories and main stage speakers.

You should also have a list of any important guests and speakers that'll be presenting during your event

For example:

#### SPEAKERS & JUDGES



Heather Adkins



Sam Altman



Anjula Acharia Bath



Vitalik Buterin

- An exciting aspect of creating a unique page for an event is that you can [create trackable URLs](#) for your website and landing

### WHY DOES THIS MATTER?

**Simple!!!**

Thanks to trackable URLs, you can collect data on which methods of event promotion are working the best, and you'll be able to determine which method has the highest **ROI** (Return on Investment)



# PROMOTE THE EVENT ON FACEBOOK



Facebook is a social networking website that was founded in February 2004 by Harvard University students Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin and Mark Zuckerberg



- You can't talk about online event promotion without addressing the importance of your social media accounts

With nearly **three billion monthly active users**, Facebook has the biggest overall reach available



# HOW TO PROMOTE AN EVENT WITH FACEBOOK?

Take a look at the [Inbound 2017](#) event page from years ago



**SEP 25** **INBOUND 2017**  
Public · Hosted by The INBOUND Studio

★ Interested    ✓ Going    ➦ Share    ...

🕒 September 25 – September 28  
Sep 25 at 4 PM to Sep 28 at 7 PM

📍 Boston Convention & Exhibition Center  
415 Summer St, Boston, Massachusetts 02210    [Show Map](#)

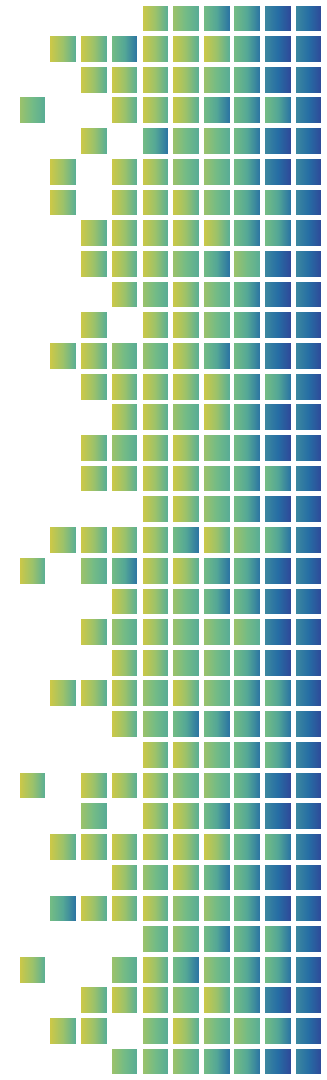
🎫 Ticket Information  
[www.inbound.com](http://www.inbound.com)    [Find Tickets](#)

**About**    Discussion

**345 Going · 193 Interested**    ➦ Share  
Share this event with your friends

**Details**

INBOUND's purpose is to provide the inspiration, education, and connections you need to grow and transform your business. This September, we will host thousands of marketing and sales professionals from almost every industry imaginable and from all corners of the globe at the Boston Convention & Exhibition Center. In 2016, we had 19,000+ attendees from all around the world and we're excited to be bigger than ever





# PROMOTE THE EVENT ON LINKEDIN



# LinkedIn

LinkedIn is a network for professional contacts and B2B and it offers many opportunities to promote an event.

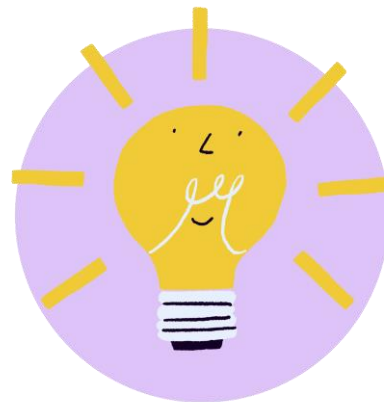
There are several ways to do this, the first is to create a meaningful LinkedIn profile:

- For one, you can send updates to followers of the page and use the group function, which can be an invaluable tool in your promotional campaign.
- Groups are always about something specific: people with specific interests meet here → you need to connect with other users over a common interest or goal: this common interest could be your great event



## TIPS:

- Start adding to your Groups via your current network on LinkedIn to cast as wide a net as possible;
- It is important to reach out to other speakers, sponsors, and media partners: anyone who could have a positive impact on your event promotion efforts;
- Your Groups shouldn't be arbitrary;
- Make sure to explain to users exactly what your event is and why they should go;
- Make sure you're not ignoring things like content creation



## CONTENT CREATION ON LINKEDIN:

Instead of focusing on creating content exclusively for the event, you should aim to create relevant and valuable content for your audience:

- Create articles on industry topics: easily raise awareness for both your event and your overall brand as an online authority.
- Share that content in your Group

You can choose between:

- **Open Group:** to post general information you want people knowing;
- **Private Group:** to post sensitive information or something that you only want VIP members to have access to

### Group rules (optional)

Include any special rules for your group here. Is membership exclusive? Are there rules for what kind of content to post and share?

### Group Membership



#### Standard Group

Members can invite other members. Group visible in search results.



#### Unlisted Group

Only Owner, Managers, and Moderators may invite members. Group hidden from search results.

Cancel

Save Changes



## 7. PROMOTE THE EVENT ON INSTAGRAM



Instagram might just look like the place you go to post a fun selfie or a short video, but the reality is Instagram has an impressive potential for event promotion

You're organising an event in six months:

**EXAMPLE**

- You can identify three/four different venues, post photos of each one and encourage followers to like the venue where they prefer;
- You can post a short video of the venue, along with a brief description of what makes it worth considering



The key here is to incorporate a visual component into the event promotion, while also allowing users to engage with you in a truly meaningful way

## User-Generated Content (UGC)

Any type of campaign has the potential to create hype for your event, but UGC brings something special to the table

The effectiveness of any UGC campaign relies on two things:

1. Whether or not the campaign is legitimately engaging;
2. Whether or not users actually share with their social networks



Even the simplest pictures help promote your event in a unique way, like this picture taken at last year's Disrupt SF with Instagram user [iammikechiang](#).

- An important aspect of UGC is the potential for **word-of-mouth marketing**.
- The average consumer is more likely to trust another consumer's recommendation more than your company's content because a fellow consumer doesn't have a vested interest in making a sale



One of Disrupt SF's top posts last year was Instagram user [ronreeseer](#) raving about a gift he received from JBL audio

- If the campaign is compelling enough, users will share it on social media or personally recommend it to their friends online.
- That increase overall exposure and opens the door for more people to seriously consider attending your event



# SHARE THE EVENT ON SNAPCHAT



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## SNAPCHAT



Snapchat is a unique social media platform, in the sense that it's easy to get started, but difficult to actually master

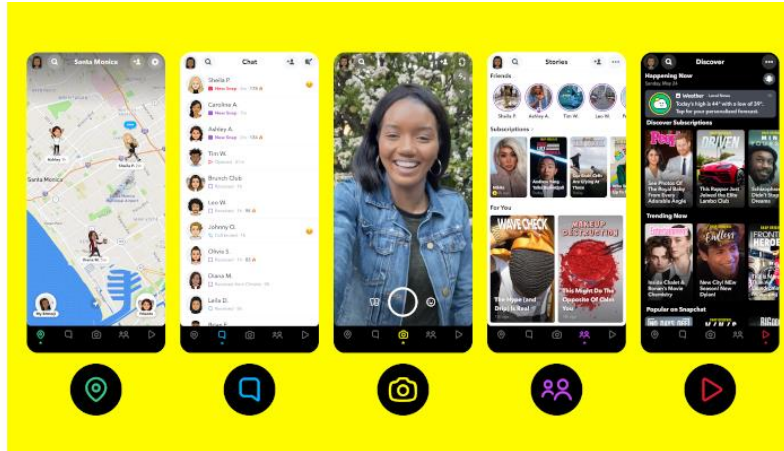
- One of the most impressive aspects of this platform is its ability to reach a demographic that's typically difficult to isolate.
- Snapchat offers you the ability to give users a behind-the-scenes look at the process of putting an event together

## SOME IDEAS

- Publish a few snaps about the planning phases of your event.
- Publish a list of the speakers scheduled to be there.



The key here is to raise awareness for your event, while also giving your followers content they wouldn't find anywhere else.





# EMBRACE THE POWER OF ONLINE CONTESTS



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- Social media contests might be nothing new, but their potential for raising awareness about your event is undeniable.
- The contest offers tickets to the winner, with the only criteria being that they share the event on their own social media page to qualify.
- It's easy for your audience to get involved, and the exposure alone is worth the free ticket.

- You can combine UGC with giveaway and get content and promotion at the same time.
- The contest is another way to offer value and encourage event promotion

A large green arrow pointing to the right, with the word "EXAMPLE" written in blue capital letters inside it.

## EXAMPLE

Social Media Examiner used a similar approach with their Social Media Marketing World 2017 event

Want to win a free ticket to the industry's **largest social media marketing conference of the year**?

Social Media Examiner has been working hard to bring you our fifth annual physical conference.

And we've come up with a fun way for you to get involved.

### First, what is this event?

**Social Media Marketing World 2017** is the world's largest physical social media conference dedicated to helping marketers and business owners master social media marketing.

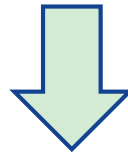


Watch this video for a quick overview.

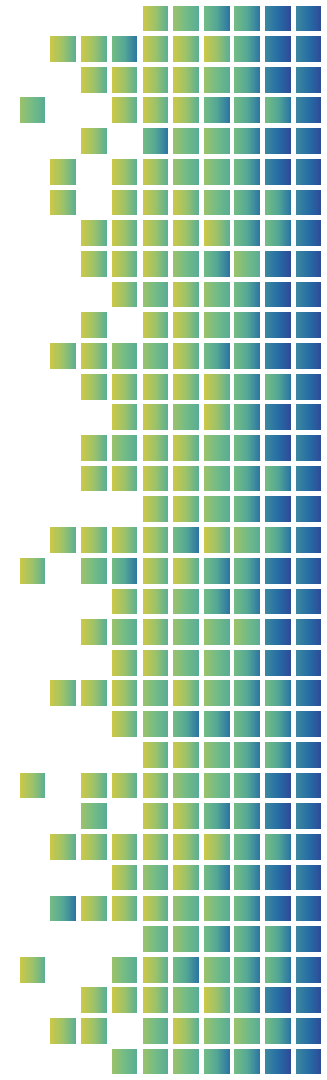
# PROMOTE THE EVENT WITH SOCIAL MEDIA ADS



Social media ads are one of the most effective ways to raise awareness and drive engagement on social media.



The reality of event promotion is that, while your core audience might be ready to hear all about your next event, there are plenty of people who won't



Is organic traffic still plausible today on social?

Yes and no, but here's the good news:  
if you're using paid ads, you don't have to worry about that



You might be paying for  
exposure, but the benefits  
you get are worth the price  
of admission



Facebook, Instagram, and Snapchat have some of the easiest ad systems to use, making social media ads a no-brainer when it comes to event promotion

Here a little explanation about how ads on social media work:



- If you really want to get creative, create ads that encourage people to share [UGC](#).
- You can even [tie in a giveaway](#) to make the offer as irresistible as possible.

What matters is that you're using social media ads to maximize your potential for exposure

## NOW IT'S YOUR TURN!

Choose your top 3 marketing techniques



You are the marketing manager of an SME in the food sector and you have to advertise some of your new products: which techniques are the best for you?

**Create your top 3!**

## TOP 3 TECHNIQUES



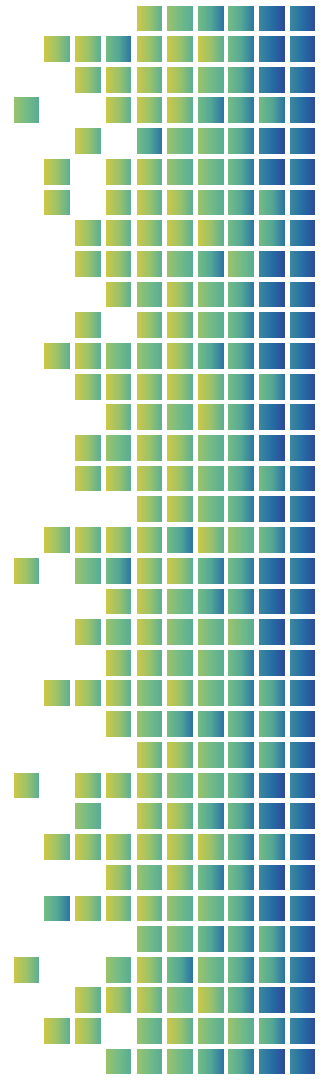
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# General Evaluation Questionnaire

If you have gone through all the modules, please fill in following general evaluation questionnaire





# Thank you!



**B S G A >**  
BERUFSSCHULE FÜR DEN GROSSHANDEL,  
AUSSENHANDEL UND VERKEHR, BREMEN



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