



FIRST STEPS IN
EVENT
MARKETING

VOL1: A FOCUS ON SOCIAL MEDIA

A N E - B O O K B Y

Ukhova

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C H A P T E R 1

THE MARKETING PLAN

“As you embark on creating your marketing plan, think about what kind of impression you want to set.



TWEET THIS

So you've been tasked to lead an event marketing team. Congratulations!

The venue is set, the time is locked in, and arrangements have been made. Now it's time to get a plan in place for getting people to your event. This is where marketing comes in.

It's easy to get marketing strategy, marketing plans, and marketing tactics confused. However, your marketing strategy is the approach you'll take to achieve your goals. Your marketing plan is your blueprint for achieving those goals, and the tactics are the specific actions that you'll take to achieve those goals.

As you embark on creating your marketing plan, think about what kind of impression you want to set.

That being said, let's learn some steps to creating your event's marketing plan!

8 STEP MARKETING PLAN

1 SET YOUR GOALS

Review overall event goals as discussed in our blog on [Project Management in Event Planning](#) and set marketing goals that are in alignment with them.

2 IDENTIFY BUDGET

Printing, advertisements – it all costs money and you'll need to be aware of the constraints before embarking.

3 GATHER CORE TEAM

Your core team would include anyone in marketing who can help you get organized and create your strategy.

4 GET ORGANIZED

Project management is as central to event planning as it is to marketing. Being organized enables strong communication, and timely completion of tasks and goals. Your team will need to know what assets they should create and when it should be done.

5 REVIEW STRATEGY

Looking to the past will help you learn what's gone well in terms of marketing this event, and what's not gone so well.

6 CREATE STRATEGY

Create a strategy that is alignment with your company's strategy statement.

Strategy Statement (Company):
Increase applications for the incubator program by X% (goal) by promoting innovation in our city (strategy)

Strategy (Event marketing):
Grow ticket sales for our event by 1) spotlighting local innovators, 2) ...

7 BUILD PLAN

Step 7 is of particular importance
We gave it its [own page below!](#)

8 REVISIT TEAM

Account for all the people and resources you need to accomplish what you've outlined in your plan: public relations experts, graphic designers, etc.

STEP 7 IN-DEPTH BUILDING YOUR PLAN

Marketing plans come in all shapes and sizes. However, a strong marketing plan usually consists of the following components:

1) COMPETITIVE ANALYSIS

An analysis of similar event's marketing strategies, including demographics, number in attendance, and apparent strategies.

2) TIMELINE

When setting the timeline, starting out with a skeleton timeline and then filling it in is usually the most efficient. Your timeline will largely be based on the overall event timeline.

3) TACTICS

These are the specific marketing actions you will take to achieve your goals, such as social media, press releases, etc.



4) SWOT ANALYSIS

Strengths and threats to your event (such as weather, competing events that weekend, etc.).

6) OTHER THINGS

Budget, event strategies, brand strategies, brand's mission statement, etc.

5) BRANDING GUIDELINES

Make sure your tone of voice and event communication guidelines are in alignment with brand guidelines.



CHAPTER 2

SOCIAL MEDIA: CAMPAIGNS

As little as five years ago, it was considered rude to have your face in your cell phone during a conference. Now, it's encouraged thanks to the proliferation of social media. If you've organized an event in the past few years, there's no doubt that you're familiar with this--social media is an essential tactic of event marketing.

Integrating social media into your event starts long before the doors open. It begins when you sit down to work on your event marketing plan. When creating your marketing strategy, consider how including social media for the sake of your attendees or for the sake of accomplishing your goals leads to a much more enjoyable and successful social media integration.

Social media's involvement in your event is actually integrated into three distinct phases: leading up to your event, during your event, and after your event. Then, for the next event, it starts over again!

So what can you do to create a seamless, successful and enjoyable social media experience for your attendees?

“Social media's involvement in your event is actually integrated into three distinct phases: leading up to your event, during your event, and after your event.”



TWEET THIS

1 ASSEMBLE TEAM

The most impactful day-of social media teams usually include: at least one person per social network, at least one photographer / videographer, and a designer ready and available to edit photos on the fly.

2 CREATE A TIMELINE

Take a look at the timeline from your marketing plan and notice when most of the big deadlines will hit, that's when you want to start increasing the social media promotions.

3 RESEARCH SPEAKERS

Integrate speakers into your social media strategy by compiling their links/handles, extending your reach through their networks.

4 CREATE EDITORIAL CALENDAR

An editorial calendar creates a strong, central place for recent and future social media posts, as well as analytics tracking.

5 HASHTAGS

Hashtags are an ingenious way to organize social media posts around your event. Research your hashtag before you announce it to make sure it's not already being used for something else.

6 THINK OUTSIDE THE BOX

Think outside the (digital) box when it comes to the the fun part: planning your social media campaigns and posts! Raise awareness of what you're trying to accomplish, while also spreading word about your event.

7 DAY-OF STRATEGY

About one week out from the day-of is a great time to get all your final ducks in a row. Create a checklist for everything you'll need day-of. Common items include:

- Phone number
- Passwords
- Hashtags/handles
- Laptops and smartphones
- Power cords
- Wi-fi password

MORE ON THIS IN CH. 3!

SOCIAL MEDIA DURING YOUR EVENT

Posts to schedule:

- Food provided
- Weather information
- Parking information
- Maps and directions
- Registration information
- Hashtag
- Event start time

BE PREPARED

You'd be surprised (or maybe not?) at what comes up in the 24 hours prior to the event! Scheduling the necessary information the night before as well as the morning of will help you immensely.

Posts to publish live:

- Traffic information
- Schedule changes
- Break or lunch times
- Quotes from speakers
- Highlights from sessions
- Pictures of the event/attendees

STEP BACK

Rather than solely focusing on creating your own posts, spend a good chunk of your time sharing your audience's posts.

AFTER THE EVENT

While your social media activity shouldn't stop in its tracks the day after your event, having a plan to gently let it decrease over the next few days and weeks is a good idea. Use the time after your event to share important information such as how much money you raised, where attendees can fill out a survey, images, videos, and other highlights from your event.

If you only have one event per year, maintaining a low activity level on social media once you've shared all pertinent information until you start again for the next event will make future campaigns even more special and attention-getting.

And of course, never stop responding to your followers' comments and posts.

Following the above steps will make social media integration at your event seamless and beautiful.



CHAPTER 3

SOCIAL MEDIA: TOOLS

With all these communication tools at your disposal, which ones should you use to carry out your social media campaign? Each social network serves as a different tool with a gauge for a unique audience. Who are your attendees? How old are they? Your platforms will only serve you as long as you have great content and familiarity with your target audience.

Actively listen to your attendees and followers for cues. For example, if your event focuses on a younger demographic, weave an image-rich story of what to expect, your sponsors, vendors, speakers and themes can build solid engagement through Instagram, SnapChat, or Vine. Tech-oriented audiences will be itching to share their experience under your event hashtag on Twitter. Even if an attendee doesn't have a Twitter account, they can still [tweet with the Whova app](#).

Your social media campaign can elevate your event and jumpstart participation if you use the right recipe for communication. So let's take a look at all the ingredients (social media tools) you can use!

“Your platforms will only serve you as long as you have great content and familiarity with your target audience.”

 **TWEET THIS**

SOCIAL MEDIA TOOLS

THE INGREDIENTS TO YOUR COMMUNICATION RECIPE

MORE ABOUT
THIS IN CH. 4!



FACEBOOK

Create a Facebook Event early on to invite contacts, including organizers. This way you can relay crucial updates, set your event as public to promote more invitations throughout the Facebook community and moderate shared comments, photos and video before, during and after the event. It is also an awesome chance to highlight your organization's Facebook page and to thank all of your attendees for participating.



TWITTER

Most attendees will be in the Twitter group, so this is where you'll want to feature an up-to-date stream of what's happening. Much like the public forum a Facebook Event offers, Twitter can be a phenomenal place to ask for feedback. Prior to your event, you can acquaint followers with all speakers and hosts' official handles.



INSTAGRAM

Instagram is a great place to share high quality sneak peeks of speakers, location and anything evocative of the event's story. Be sure to utilize your event hashtag here.



PINTEREST

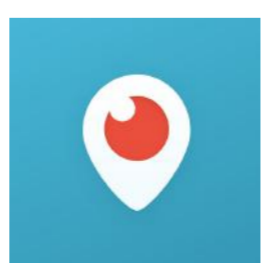
Pinterest's Pinboards are a great space to include all the captivating elements of your events such as photos of break-out sessions, renowned speakers, promotional graphics, infographics, and videos.

Other popular social media/networking services include:



TUMBLR

Microblogging



PERISCOPE

Live video streaming



GOOGLE+

All-in-one social platform



VINE

Short-form video sharing



SNAPCHAT

Multimedia messaging



LINKEDIN

Professional networking

THE #HASHTAG

SPREAD THE WORD!

Hashtags are an integral part of social media sites. Using hashtags in your tweets, uploads, and posts ensures that people will find a way to your content! Here are important things to consider when creating a hashtag for your events.

1) KEEP IT CONCISE!

Save those characters for tagging speakers, valuable information and of course, retweets.

2) DON'T COMPLICATE THINGS

Make it uncomplicated and memorable. Make sure you use simple spelling! You're ready to start the conversation with catchy, yet uncomplicated categorization.

3) A ONE-OF-A-KIND PHRASE

Create a unique, exclusive hashtag so posts don't get lost in the Twitterverse.

Here are some examples for this hypothetical event:

Whova EventTech Conference 2016

GOOD

#WETC2016

#WhovaConf16

#Whova2016

NOT-SO-GOOD

#WhovaEventTechConference2016

#WhvaETCon16

#EventTech



CHAPTER 4

FACEBOOK PROMOTE YOUR EVENT!

You've learned the tools of the event marketing and communication trade and now the time has come for you to use your expertise and introduce your event on Facebook.

Facebook is such a unique tool for event managers, especially since Facebook Events can track the number of people who have seen the event link, folks who have viewed the event, as well as the total number of people who joined, saved, or were interested in your big day. If you hone your message and really take time to engage with your attendees (and their friends' friends), we're confident this efficient way of promoting your event on this social network can be very rewarding.

Facebook Events pairs up perfectly with the [Whova event app](#) to make for a fantastic toolkit for seamless event promotion before, during and after the main event. Whova App in conjunction with these approaches to promote events on Facebook will have you creating an unforgettable Facebook campaign that is up and running as soon as possible.

Hone your message and really take time to engage with your attendees (and their friends' friends) when promoting your event on Facebook.



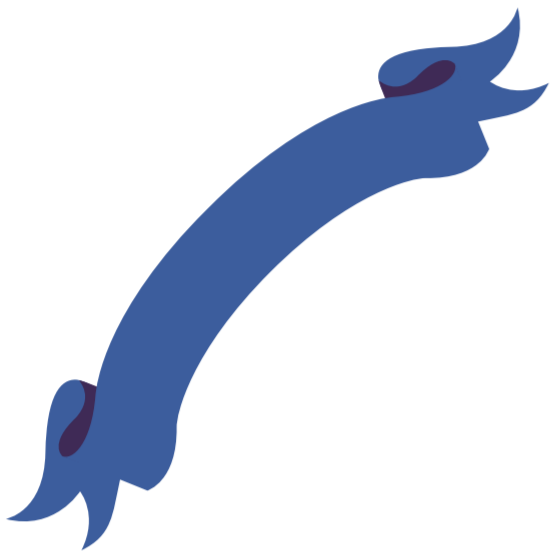
TWEET THIS

TACTICS

EVENT PROMOTION ON FACEBOOK

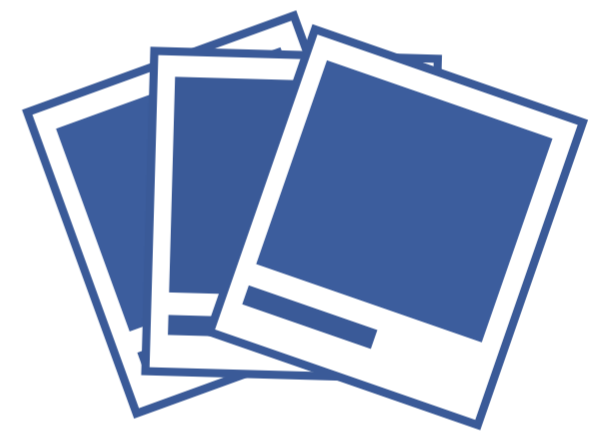
1) STRATEGIC SET-UP: TITLES AND SETTINGS

Unleash the full power of the Facebook Events application with two very important first steps. Mindful branding goes a long way when coming up with your event page name, pull out all the stops when titling your event so the buzz can begin without a hitch. The second step is to allow guests to not only invite their friends, but to share posts and photos to the wall. These shared moments on the event page become actionable news items in their contacts' Facebook feed, i.e. more visibility and engagement for both of you!



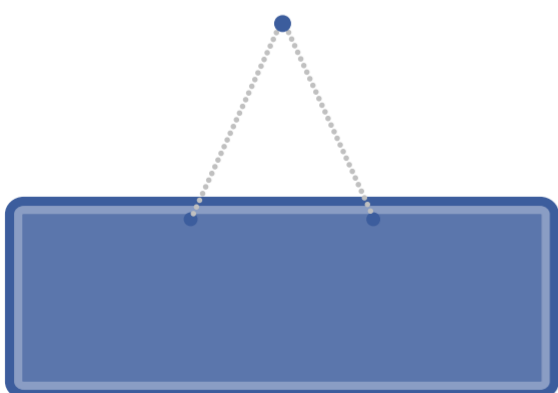
2) EVENT PROFILE PHOTO

Never leave your event page's cover photo blank. Take advantage of the space and make all of those 784 x 295 pixels shine! Does the image you use clearly reflect your brand? If someone clicks on your cover photo, you will want to include a descriptive caption that includes information, links or even a call to action. And while you're at it, you definitely want to do a quick check of how your business' Facebook page looks.



3) PAID PROMOTION

Advertising on Facebook can be both incredibly creative and surprisingly frugal! Share the event hashtag, run a competition, or host a countdown... all while spreading awareness, boosting engagement and growing ticket sales. Using limited funds? A great trick is locate a Facebook post related to the event with a high engagement rate (like your Facebook Insights guide you) to "boost." If you're interested in more involved advertising, you can choose whether to target attendees' friends or target a "lookalike audience," which means targeting a custom audience that mimics the same interests as your fans, friends, eblast followers or planning committee.

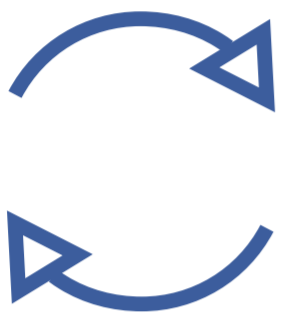


4) USE YOUR NETWORK

Just because you have a lot of friends doesn't mean you shouldn't keep growing your connections. Look out for those who might be interested or spread the word with private messages to your well-connected acquaintances. Join an industry-related group and cultivate a broader network. Just remember, Facebook Event invites can only be sent to friends, so we encourage you to go out and make more.



5) CONSTANT POSTING



Share the event and link to it often. Paying attention to when peak times to post on Facebook is fantastic, but it also means your message can get lost in the high traffic hours. Make sure to share the key event information more than just once if you're dependent on organic reach. For example, your Motivation Mondays and Throwback Thursdays can harken back to beautiful photos from events past or inspiring speaker quotes with a handy link to the upcoming event. Get creative and find fun content to promote your event without being too repetitive.

6) CROSS-PROMOTE

Cross-promote with fan pages, events, newsletters and more! Once you've exhausted sharing your Facebook Event on all other social outlets, invite volunteers, partners, or planning committee members to help with this effort in "closed" Facebook Groups for collaboration instead of endless emails. Instead of simply focusing on highlighting your event page on one channel, broaden your reach to other community members, clients and friends various social networks. Launching a dynamic, multi-platform campaign allows you to be efficient with your time and budget.



7) E-MAIL MARKETING



Include your Facebook event as a call to action in your email marketing. This invitation can be very minimalist like a colorful "RSVP Now" link or button at the bottom of the message. This can also direct attendees to share that they are coming, as Eventbrite data states 10% of those purchasing tickets through Eventbrite share the event on Facebook: usually 40% before purchasing tickets and 60% afterwards.

8) PROVIDE DETAIL!

When it comes to dates, times, locations, ticket pricing & sales, direction, or any other information, provide as much as you can to help people decide whether they can participate. This means providing registration links, other social media channels, photos and videos from previous events and the main event homepage. Also, it is wise to use Facebook-recognized venues rather than addresses. Include a map so it can pop up as a recommendation for nearby friends of attendees and other community members.



9) MAINTAIN INTEREST

Remind folks why they want to come! Keep the momentum from the initial excitement going by posting event updates, teasers, prizes, speakers, pictures, videos, maintain interest of those who plan to attend. Your ticket sales will thank you.

QUIZ!

How can you better promote your event on Facebook?

- a.) Have an attention-grabbing event cover photo
- b.) Create an eye-catching title
- c.) Provide detailed information about your event
- d.) Constantly post content on your page
- e.) All of the above

Answer: e



TAKE-AWAYS

1

Take time to thoroughly build your marketing plan

2

Frame your social media campaign to account for before, during, and after your event

3

Find the right mix when it comes to social media, and know which outlet will reach your audience

4

Make use of Facebook's unique features to promote your event

CONCLUSION

Marketing is crucial to your event not only because it fills the room, but because it's also the very first experience new attendees have with your event. Take time to thoroughly build your marketing plan, create your social media campaign, and promote your event to ensure that you sell more tickets, but also make the event a more enriching experience for your attendees!

Let us help you create that enriching event experience!



[VIEW A DEMO!](#)

“Marketing is crucial to your event not only because it fills the room, but because it's also the very first experience new attendees have with your event.”



TWEET THIS

HELPFUL RESOURCES



"Targeted Event Marketing" by Eventbrite UK

"How Event Marketing Can Maximise your ROI" by Event Industry News

"10 Event Marketing Tips" by Event Manager Blog

"10 Tips for Marketing Your Event and Driving Attendance" by MeetingsNet

"The 4P's of Effective Event Marketing" by BizBash

"How Much Should You Spend On Event Marketing, Really?" by TweetWall

"How to Amp Up Your Event with Disruptive Marketing" by Collaborate Meetings

Thanks for reading!



SHARE OUR E-BOOK:



Whova

REVOLUTIONIZE YOUR ATTENDEE ENGAGEMENT & NETWORKING

ABOUT

Whova has been used in thousands of events. Attendees can browse event agenda, scan and exchange business cards, and network with other participants, all digitally via a mobile phone.

FOLLOW US!



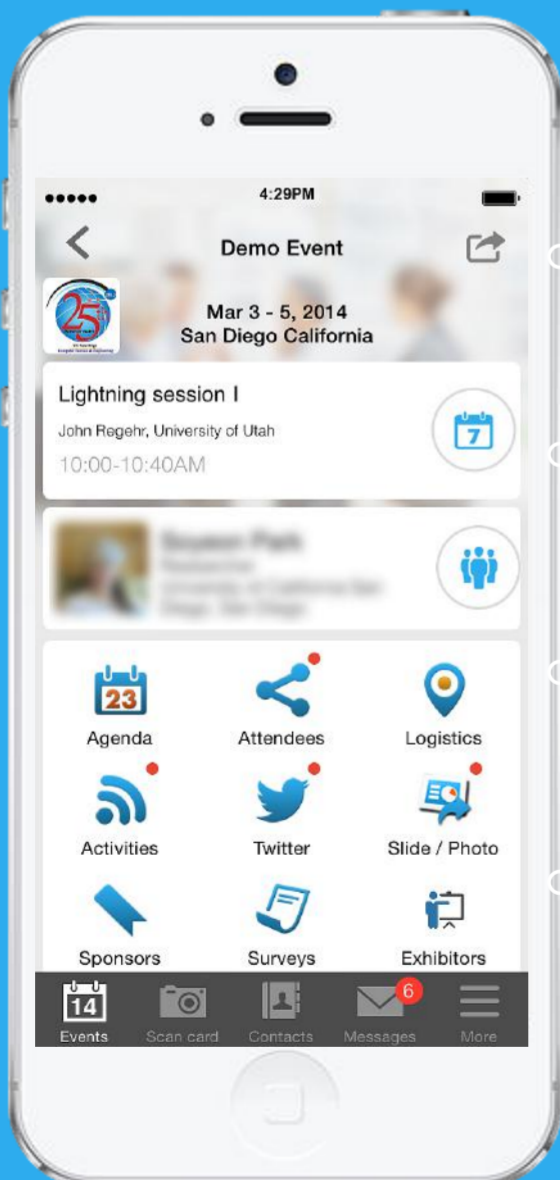
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WhovaApp



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