



# Amplify Conversations to Convert Prospects to Customers

B2B Event Marketing Tactics Workbook

In this part-guide, part-workbook, get to know the tactics of B2B event marketing and how to make it work for you...

Event Marketing Tactics	Checklists
B2B Event Marketing	Event Marketing Strategy Checklist
Email Marketing Tactics	Email Marketing Checklist for Event Marketing
Content Marketing Tactics	Content Marketing Checklist for Event Marketing
Lead Generation Tactics	Social Media Checklist for Event Marketing
Event in an Event Tactics	Pre-Event and Post-Event Marketing Tips

## B2B Event Marketing

B2B event marketing comes in different avatars, from tradeshows, conferences, product launches, user meetings and now in the virtual world, it includes webinars and online networking sessions. The advantage of B2B event marketing includes:

- The opportunity to achieve marketing objectives and generate leads and revenues, within a short period of time.
- It is one of the best platforms to know more about your prospects and target market.
- It is one of the easier ways of capturing data and qualified leads.
- It provides an avenue to have personal interaction and real conversations with prospects.



## What Makes a B2B Event Successful?

**ENGAGEMENT** (Through various channels and touch points)

**EXPERIENCE** (It's not just about selling; it's about getting prospects involved first)

**DELIVERING VALUE** (By providing quality information instead of quantity)

**KEEPING THE CONVERSATION ALIVE** (Through regular follow up and interactive sessions)

**INTEGRATING EVENT-TECH** (Marketing Automation Technology and CRM Systems)

**TRACKING AND ANALYTICS** (To know what works and what doesn't)



The first step in planning an event is building a strategy. You need to have a plan about the objectives of the event, the type of event, your target audience, and timeline required. Here's an event marketing strategy checklist you could use:CS (To know what works and what doesn't)

## Event Marketing Strategy Checklist

What are the objectives of this event?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What type of event will best meet these objectives?

✓/✗

Webinar	<input type="checkbox"/>
Physical Event	<input type="checkbox"/>
Online	<input type="checkbox"/>
Virtual Event	<input type="checkbox"/>
Other	<input type="checkbox"/>

## What different groups of people you want to invite to this event? (To build lists)

✓/✗

Customers	<input type="checkbox"/>
Sponsors	<input type="checkbox"/>
Prospects	<input type="checkbox"/>
Press	<input type="checkbox"/>
Other	<input type="checkbox"/>

## What is the target market you intend to focus on through this event?

✓/✗

Based on company revenue	<input type="checkbox"/>
Based on company size	<input type="checkbox"/>
Based on geographic location	<input type="checkbox"/>
Based on business type	<input type="checkbox"/>
Based on job title	<input type="checkbox"/>
Based on customer behavior	<input type="checkbox"/>

## What is the event preparation timeline?

✓/✗

Customers	<input type="checkbox"/>
Sponsors	<input type="checkbox"/>
Prospects	<input type="checkbox"/>
Press	<input type="checkbox"/>
Other	<input type="checkbox"/>

## Email Marketing Tactics

Email is a chosen channel over direct mail; however, it does not come for free. Sending event invites to your whole database without segmenting can be a costly affair. For instance, if your event is held in U.S., sending invites to a group of your customers located in New Zealand hardly makes sense. You need to segment your database geographically to be relevant.

Another instance where segmentation improves relevancy is if your event revolves around marketing and lead generation, it hardly makes sense to send invites to your customers who have technology based roles. Segmenting your list on the basis of job title here will have greater impact and response.

Email marketing should be only a part of your event promotion strategy. While it is possible to target focused groups through email marketing, a broader sense of promotion can be achieved through social media channels, and website ad promotions.

## Email Marketing Checklist for Event Marketing

Email Title: \_\_\_\_\_

Subject Line Options: \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Event Goals:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Email Marketing Goals:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## PRE-EVENT PLAN



Are reminders scheduled?	<input type="checkbox"/>
Is the subject line compelling?	<input type="checkbox"/>
Is visual content or videos used?	<input type="checkbox"/>
Has social media reference of previous events been added?	<input type="checkbox"/>
Are the pain points or challenges addressed in the email campaign?	<input type="checkbox"/>

## DURING THE EVENT PLAN



Is content material prepared, to be given away as value-addition?	<input type="checkbox"/>
Are reminders sent to those not yet confirmed attendance?	<input type="checkbox"/>

## POST-EVENT PLAN



Is a thank you mail with a survey sent to attendees?	<input type="checkbox"/>
Are links of the blog posts in your email?	<input type="checkbox"/>
Has further notification of future events been requested?	<input type="checkbox"/>
Is email analytics done? To find out open rates and CTRs	<input type="checkbox"/>
Has attendee interaction to your email campaign been tracked?	<input type="checkbox"/>



## Content Marketing Tactics

Content marketing is a great way to provide information to prospects at the right time based on the stage in their buying cycle. In event marketing, providing right material at appropriate times will be helpful in creating an experience.

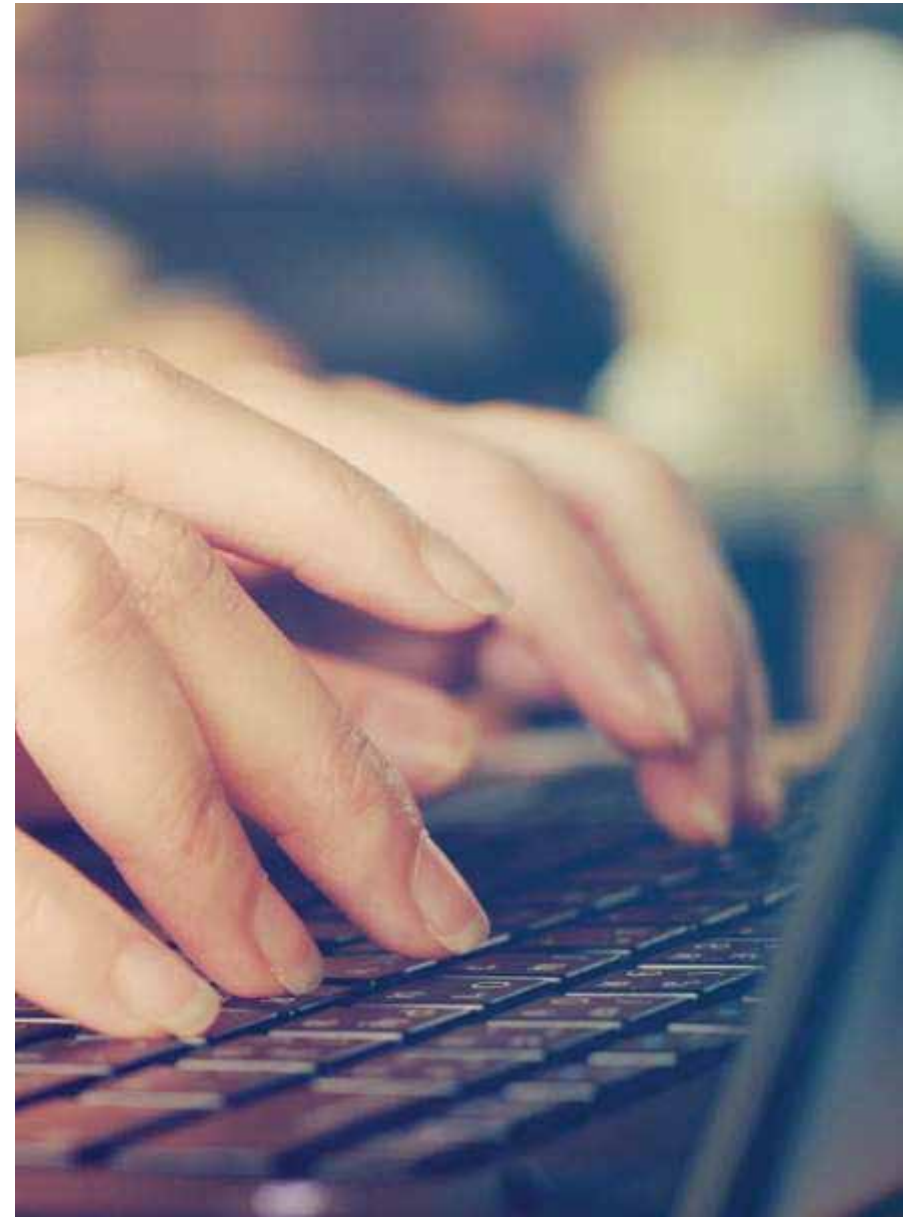
### **Pre-Event Content – You Need to Inform First Before You Sell**

Before an event, interest about the event and topic covered needs to be generated. It will be helpful to provide any new information, advice and analytical insights, rather than trying to sell at this stage.

### **During the Event Content – You Need to Give Advice and Wait Till They Are Ready to Buy Before Selling**

Just because people have signed up to attend your event, or listen to your webinar it doesn't mean they are ready to buy or are entirely interested in your business. The main reason they signed up is because the pre-event content made them inquisitive. To take their interest to the next level, hard selling won't work; you have to maintain the experience with relevant information.

A great way to nurture prospects, engage them and guide them through the buying cycle; is to address their business challenges. Position your business as a trusted advisor first to build a trust-worthy relationship. Only then, will they consider you as an option when making a buying decision.



Another important aspect in this stage during the event is the opportunity to hear what they have to say. This is the best time you can get to know your prospects better, what industry they operate in, their viewpoints, their pain points, their preferences and behavior. Documenting insights from peer interactions and building case histories is a good way to know how you can connect with your target market relevantly.

### **Post-Event Content – You Need to Amplify Conversation to Convert Prospects to Customers**

After an event, the conversation needs to continue. The line of conversation that started before and during the event needs to be amplified to urge the prospect further in the buying cycle. As you are aware of your prospects' behavior, perception and preferences, it is easier to facilitate dialogues and accelerate the buying process at this stage. While revenues may be the bottom line here, it is important to remember that building a strong relationship with your market helps you develop a group of not just users; it helps you build a community of people who believe in your business.

## Magnify Your Engagement Levels

Here's an idea that could magnify your engagement levels. Identify your top prospects among attendees. Invite them for a special session during or after the event. It could be a webinar, an online chat session, a conference call or a face-to-face meeting. Get your niche group together to make the conversation deeper and focused. And no, this stage too is not the time for selling; it is a time for listening, discussing and exchanging notes. This level of engagement with an interested group can help them gain more information about your business and can help you gain detailed information about your most potential leads. When the time comes for you to sell, you will know it and it usually is initiated by a prospect offline.

# Email Marketing Checklist for Event Marketing

PRE-EVENT PLAN	✓/✗
Have you analyzed previous events to see what has worked and what hasn't?	<input type="checkbox"/>
Have you identified your target market and personas?	<input type="checkbox"/>
Do you know your core message and the suitable tone required?	<input type="checkbox"/>
Do you know what your target audience is talking about (related to the theme of your event)?	<input type="checkbox"/>
Do you have your content calendar ready?	<input type="checkbox"/>
What type of content is required? Blog posts, email campaigns, press releases, white papers, industry reports, etc.	<input type="checkbox"/>
Are giveaways (whitepapers, brochures, industry reports, etc.) ready?	<input type="checkbox"/>
Have you planned repackaging content in different formats?	<input type="checkbox"/>
Are email campaigns created and scheduled?	<input type="checkbox"/>
Once campaigns have rolled out, how do you plan to connect with prospects that start engaging?	<input type="checkbox"/>
Have you planned how you are going to use social media to share your content?	<input type="checkbox"/>
Have you added tracking mechanisms to analyze results of every piece of content?	<input type="checkbox"/>

## Lead Generation Tactics

There are many new channels to promote events than earlier. Social media promotion through networking on social sites, paid ads, and retargeting ads, has become an effective way of engaging prospects directly.

As technology advances, you can develop new apps to increase engagement by providing interactive features where users can get more information online, signup, or join discussions. It is great tool to create buzz around your event.

### Social Media Promotion through Paid Campaigns

While social media provides access to a wide range of audience, it does not necessarily mean you need to target all of them. Based on the focus of your event, it is necessary to target only the right group of prospects who are related to your business, event theme and industry.

Social sites like Facebook, LinkedIn and Twitter now provide analytical reports on the click rate, number of impressions and cost per click. This will give you an idea of what works best and helps to tweak your campaign for better results the next time round.



## Remarketing, Retargeting or Google AdWords

To target visitors who have visited your website, or used your app, or clicked on your landing page, you can create ads to remarket to them. These ads are customized based on the users' action and their interest in a particular service or product of your business. In this way the ads are highly targeted and the message is only directed to them instead of generic audience. Based on keyword research and the list of keywords you purchase, you can create targeted campaigns directed only towards a particular group of prospects, interested in a specific service or product.

## Social Media Checklist for Event Marketing

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Event Time: \_\_\_\_\_

Event Venue: \_\_\_\_\_

Event Hashtag: \_\_\_\_\_

Social Media Manager Assigned: \_\_\_\_\_

Event Goals:

Event Name: \_\_\_\_\_

## PRE-EVENT PLAN



Create a timeline to organize posting of announcements and event promotion

Create content and visual designs to be posted across channels

Create relevant event page on LinkedIn, Facebook, Google+

If webinar, submit to appropriate webinar listing websites

If physical event, map on Foursquare and Google Maps

Assign social media team with key responsibilities of monitoring, interacting and engaging audience

## PRE-EVENT SOCIAL PLAN



Create a timeline to organize posting of announcements and event promotion

Create content and visual designs to be posted across channels

Create relevant event page on LinkedIn, Facebook, Google+

If webinar, submit to appropriate webinar listing websites

If physical event, map on Foursquare and Google Maps

Assign social media team with key responsibilities of monitoring, interacting and engaging audience

PRE-EVENT SOCIAL PLAN	✓/✗
<b>LinkedIn</b>	
X number of posts daily	<input type="checkbox"/>
Participate in online discussions around event topic	<input type="checkbox"/>
Join relevant forums	<input type="checkbox"/>
<b>Facebook</b>	
X number of posts daily	<input type="checkbox"/>
X number of paid ads or promotion per week	<input type="checkbox"/>
Create event Facebook group and participate	<input type="checkbox"/>
<b>Twitter</b>	
X number of tweets daily	<input type="checkbox"/>
X number of promoted tweets weekly	<input type="checkbox"/>
Build event list	<input type="checkbox"/>
<b>Google+</b>	
X number of posts daily	<input type="checkbox"/>

Blog	
To create X number of posts weekly	<input type="checkbox"/>
To invite guest bloggers	<input type="checkbox"/>
To create visual content like infographics	<input type="checkbox"/>
<b>DURING THE EVENT PLAN</b>	✓/✗
Interview speakers, customers, attendees to post on log and social media	<input type="checkbox"/>
LinkedIn	
X number of posts daily	<input type="checkbox"/>
Monitor forums about discussions related to event	<input type="checkbox"/>
Facebook	
X number of posts daily	<input type="checkbox"/>
Real-time posts and sharing photos	<input type="checkbox"/>
Twitter	
X number of tweets daily	<input type="checkbox"/>
Live Tweets from the event	<input type="checkbox"/>
Reply and retweet posts by attendees	<input type="checkbox"/>
Monitor event hashtag and company mentions	<input type="checkbox"/>



Google+	
X number of posts daily	<input type="checkbox"/>
Host a live chat session on Hangout	<input type="checkbox"/>
Monitor event hashtag and company mentions	<input type="checkbox"/>
Blog	
To create X number of real-time posts daily from the event	<input type="checkbox"/>
<b>POST-EVENT PLAN</b>	✓/✗
Assessment of content shared and distributed via YouTube	<input type="checkbox"/>
Track hashtag and measure the reach and buzz created	<input type="checkbox"/>
Blog	
Recap event with photos and link to event website	<input type="checkbox"/>
Post summary of presentations	<input type="checkbox"/>
Post a list of speakers, sponsors or attendees to allow for post-event networking	<input type="checkbox"/>
Social Media	
Thank attendees for participation and sponsors for support	<input type="checkbox"/>
Share posts and tweets	<input type="checkbox"/>
Share photos and presentations. Remember to tag and mention relevant people	<input type="checkbox"/>
Invite attendees to become part of your social network	<input type="checkbox"/>

## Event in an Event Tactics

A pre-event or post-event meet-up or party to launch or conclude an industry event is a good way to keep interaction ongoing and connected. A pre-event meet-up, networking session or online discussion is a good way to create buzz and introduce the theme of your event, or the product or service you are trying to showcase. A post-event meet-up or discussion group is a great way to keep the conversation alive with prospects who are interested. This will help in nurturing leads and guiding them to the next stage of their buying cycle.

Social media channels provide a good platform to host virtual events, such as online discussion groups, web chat sessions, webinars or podcasts. The advantage of pre-events or post-events is that at a fraction of the cost of your main event, you can connect and focus on a target group.

## Pre-Event and Post-Event Marketing Tips

To begin with, you need to have an event page, website, or microsite. Ideally your event website should be able to do the following:

**To introduce** – Your event website should have compelling descriptions, introductory videos, photographs of previous events, details of the agenda, topics that will be covered, and description of sessions and speakers



**To educate** – It should provide takeaways such as thought leadership insights, research reports, brochures, whitepapers or any kind of interesting material on the topics covered

**To generate interest** – There should be visual aspects such as strong CTAs (call-to-action), attractive displays, and interactive media to engage and generate interest

**To explicitly state “what’s in it for them”** – You should provide a strong reason as to why should people attend your event

At different stages before, during and after a B2B event, it is important to connect, interact, and engage your audience, using multiple channels and communication tools. Here’s a simple guideline of what you can do at different stages:



## PRE-EVENT

## Email

- Use compelling subject lines to improve open rates
- Send reminders
- Use videos or visual content
- Add social media reference of previous events

## Blog Posts

- Write posts regularly before the event revolving around the focus of the event
- Invite guest bloggers to urge conversation and improve social media and SEO traction

## Social Media

- Use short and simple event hashtags across blog posts and tweets
- Add links in social media bios of LinkedIn, Twitter and Facebook to drive traffic to your event page
- Use analytics and advanced search features to find your niche audience and then connect with them
- Post, discuss, follow, like and engage your audience across channels

## SEO

- Do keyword research and identify a target keyword
- Include your target keyword in headers and title tags
- Create descriptions that include keywords
- Add links of your event page on your website and blog posts to improve search engine ranking

## Promote

- Let the press know about your event, offer an interview or article
- in exchange of coverage
- Publicize your event on your industry association website or forum

## DURING THE EVENT

### Social Media

- Real-time social media posts and tweets during the event helps in creating buzz
- Use the hashtag of your event and mention people and speakers in your posts
- Share pictures of the event

### Content

- Provide giveaways such as content material to generate more interest
- Send emails to remind those who are yet to attend your event
- Conduct contests and other sessions to make it more interactive

## POST-EVENT

### Blog Posts

- Recap the event with photos to build recall and drive traffic to your website
- Continue the conversation by posting a summary of presentations
- Post a list of speakers, sponsors or attendees to allow for postevent networking

### Email

- Thank attendees and send a survey to get feedback
- Add links of blog posts in your email
- Request for further notification of future events

### Social Media

- Thank attendees for participation and sponsors for support
- Invite attendees to become part of your social network
- Share photos and presentations. Remember to mention and tag relevant people
- Share posts and tweets about your event

## About us



© Lake B2B 2015, All rights reserved

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Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.