

# THE CURRENT LANDSCAPE OF B2B EVENT MARKETING

Hard Stats for Hard Facts to Validate Event Marketing ROI

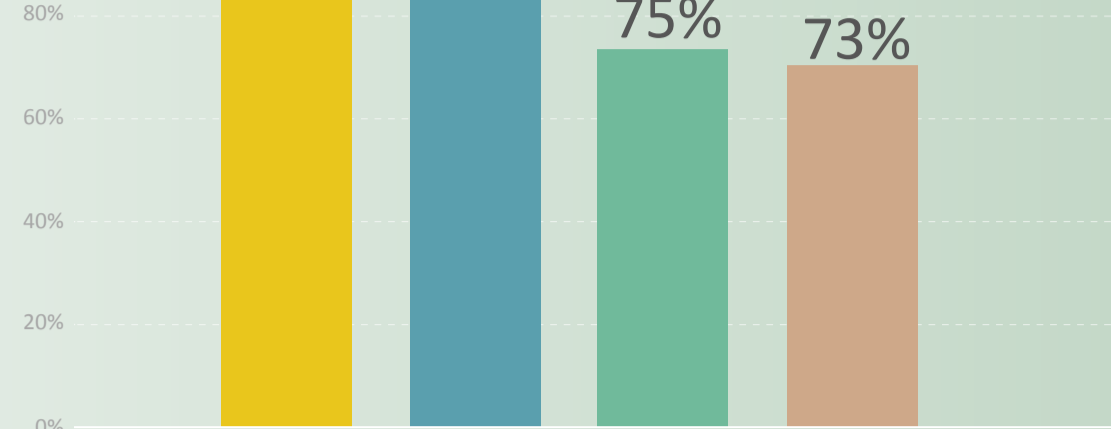
Event Marketing maybe an old tactic, but it still works. It provides a platform for prospects and customers to interact with companies on a personal level. Event marketing is a great way to improve brand awareness, and provide an experience that can leave a lasting impression of your brand image.

Check out these hard-stats to showcase how event marketing proves its mettle....



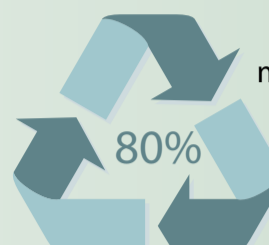
## OVERVIEW

- 91% B2B marketers invest in event marketing
- 84% state the key benefit of Event Marketing as "reaching many prospects in a short amount of time"
- 75% marketers consider lead generation as the key metric for measuring ROI on EventMarketing initiatives
- 73% marketers consider conferences as the most common event type



In 2015, B2B marketers are predicted to dedicate at least **14%** of their marketing budget for in-person conferences, trade shows and events.

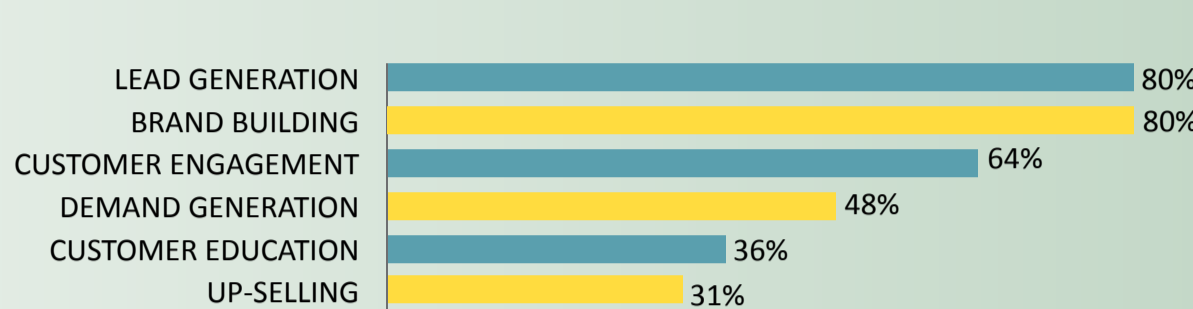
## OBJECTIVES OF EVENT MARKETING



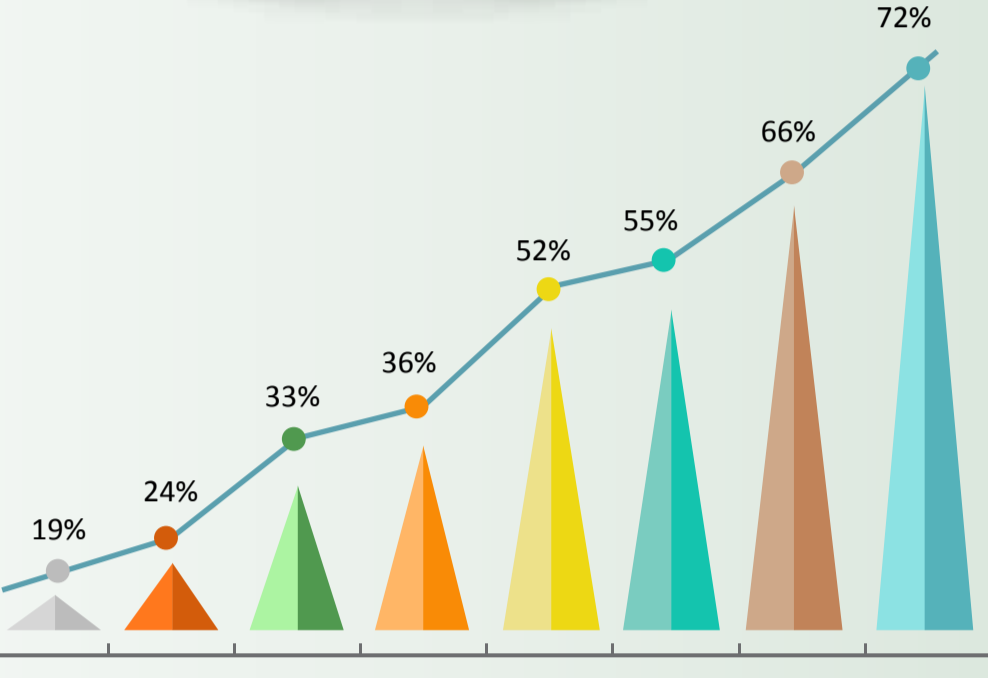
80% marketers consider lead generation as the main objective of their event marketing plans

### TOP 3 EVENT MARKETING OBJECTIVES

- LEAD GENERATION
- BRAND BUILDING
- CUSTOMER ENGAGEMENT



## TYPES OF EVENTS

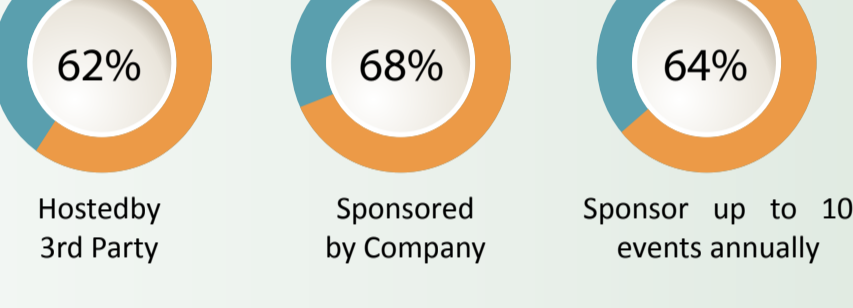


79% BELIEVE PHYSICAL EVENTS GENERATE BETTER ROI

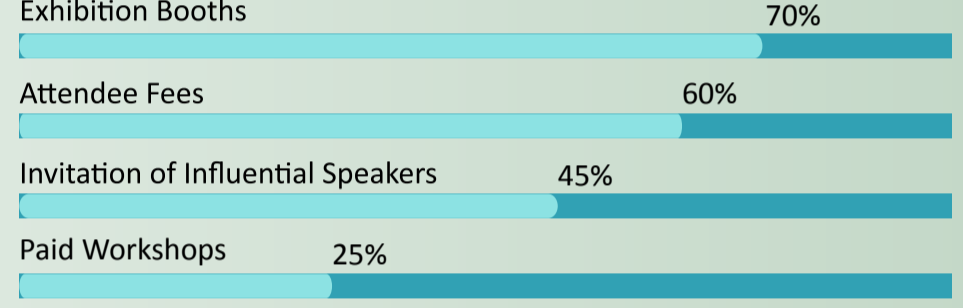
- PRODUCT LAUNCHES
- WORKSHOPS, 24%
- NETWORKING EVENTS, 33%
- SEMINARS, 36%
- WEBINARS, 52%
- EXHIBITIONS, 55%
- PHYSICAL EVENTS, 66%
- CONFERENCES, 72%

## EVENT MONETIZATION, SPONSORSHIP & HOSTING

### Event Hosting and Sponsorship



### AVENUES OF EVENT MONETIZATION



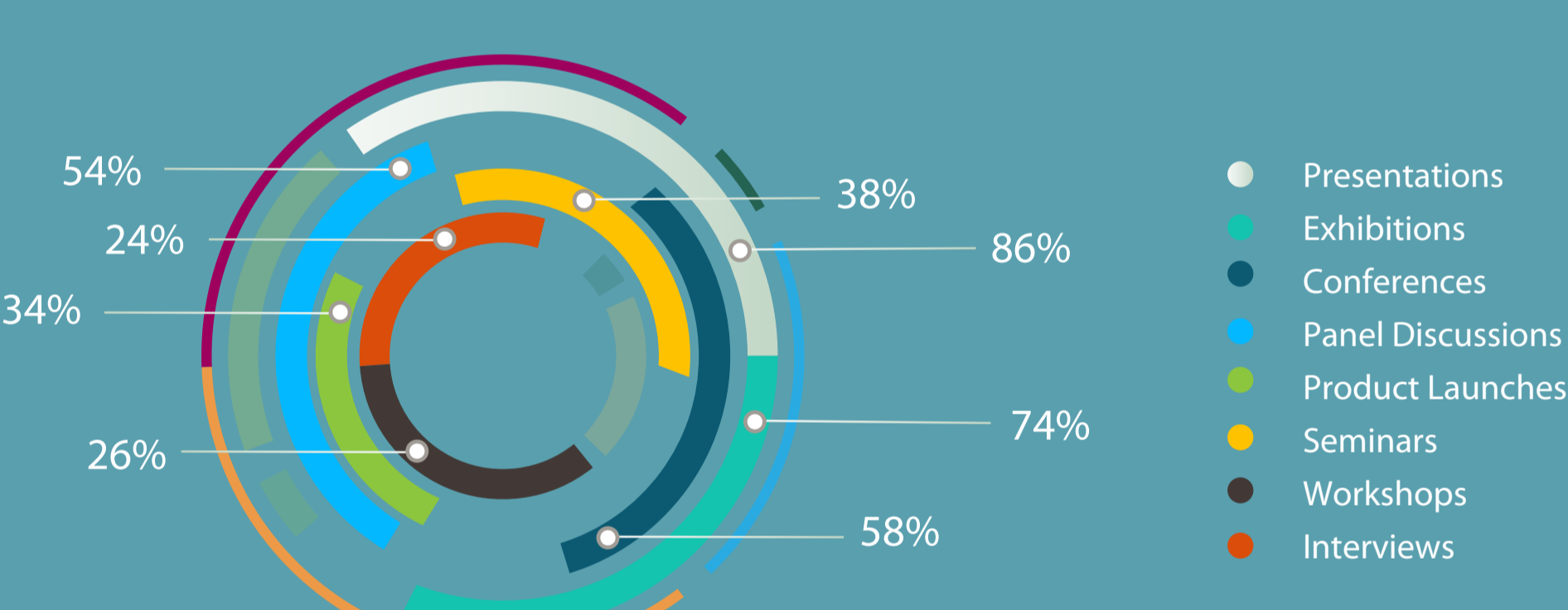
## RESPONSIBILITY OF EVENT PLANNING, ORGANIZATION AND IMPLEMENTATION

Common perception ...Event Marketing is a cash-strapped initiative...



**ONLY 29%** HAVE A DEDICATED EVENT MARKETING TEAM.

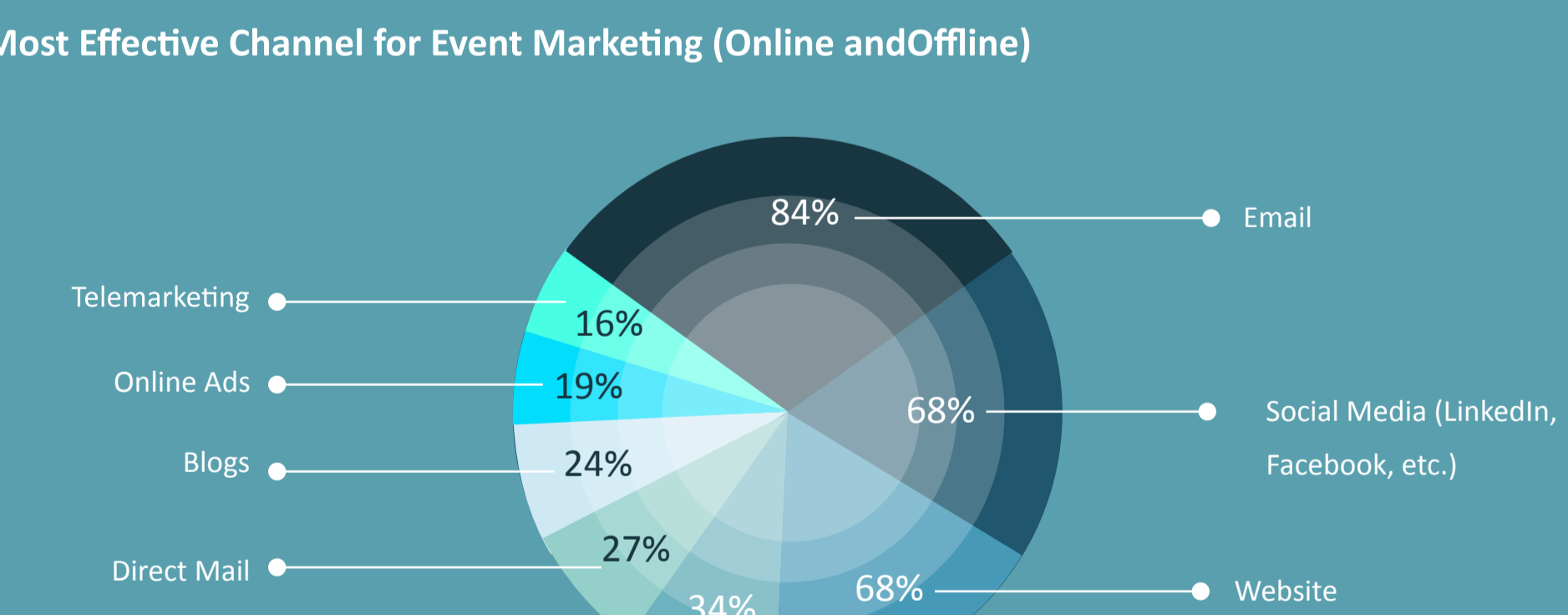
## TYPICAL ELEMENTS OF PHYSICAL B2B EVENTS



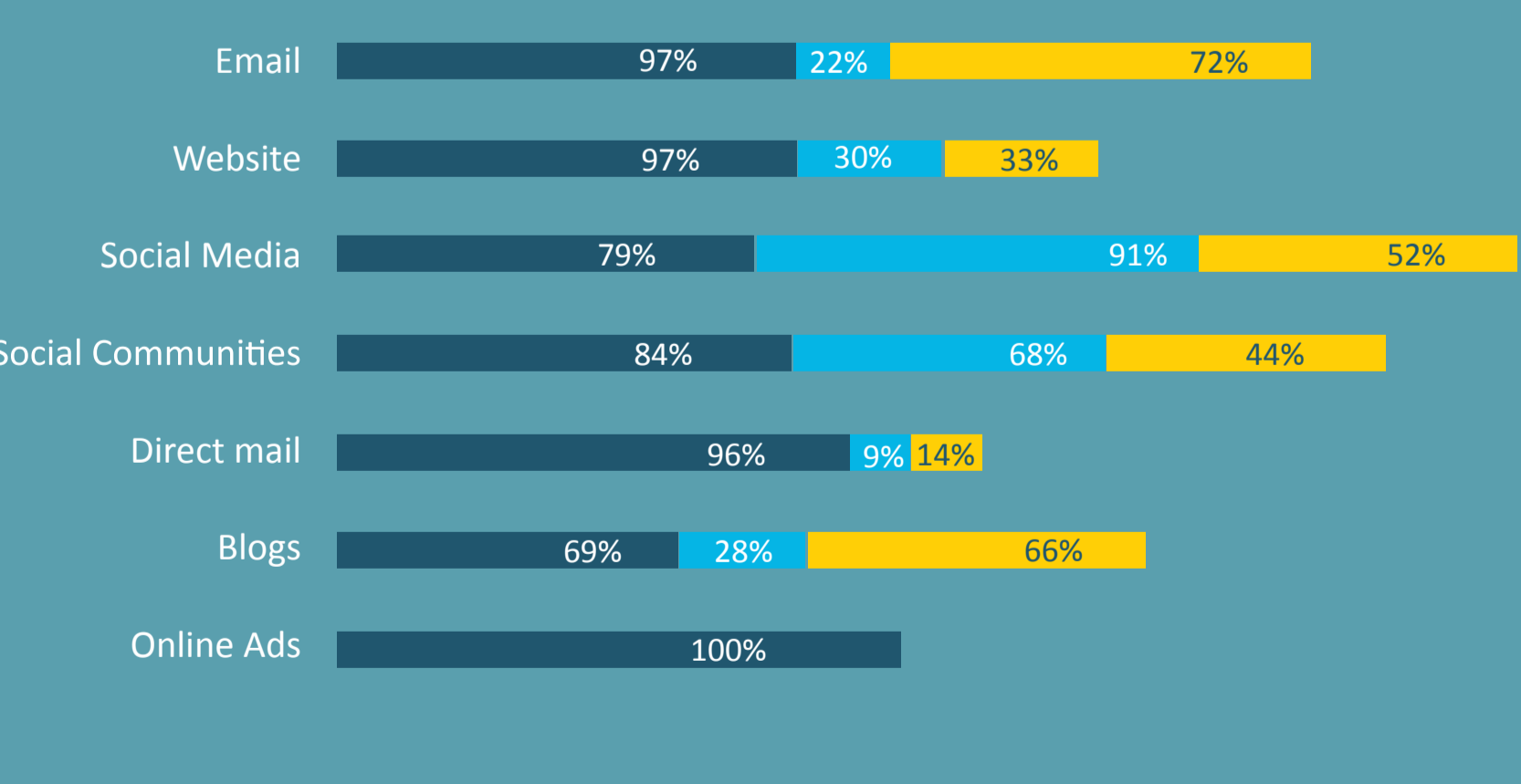
## ONLINE & OFFLINE CHANNELS USED FOR EVENT PROMOTION

Online Channels	Percentage	Offline Channels	Percentage
Email	97%	Direct Mail	50%
Website	92%	Print Media	47%
Social Media (LinkedIn, Facebook, etc.)	87%	Telemarketing	47%
Blogs	62%	Outdoor Ads	10%
Mobile Apps	11%	Direct Mail	50%

### Most Effective Channel for Event Marketing (Online and Offline)

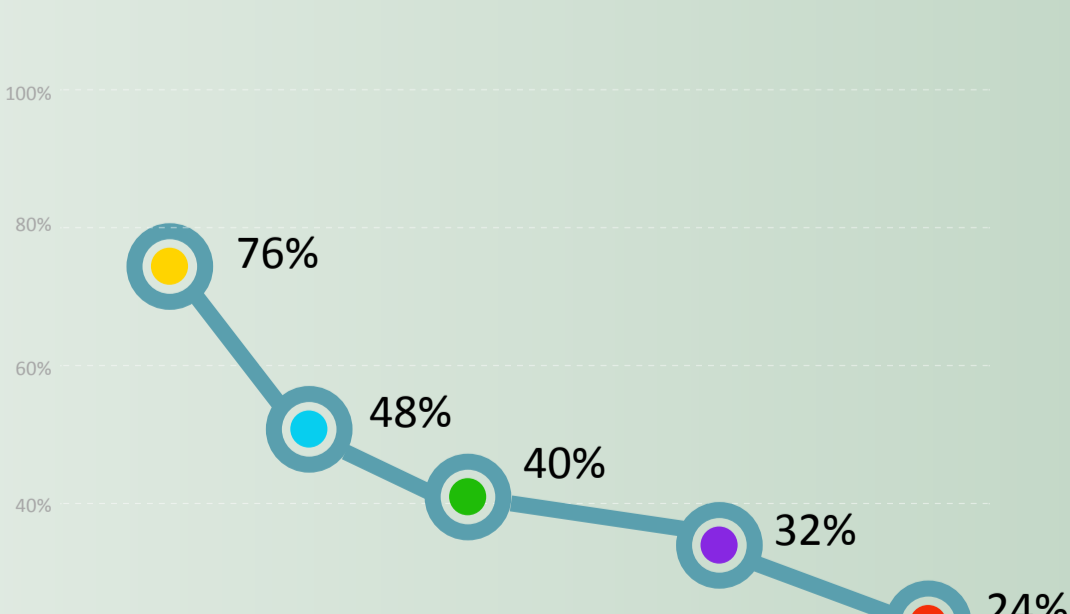


### Channels Used in Event Phases (Pre-Event, During Event and Post Event)



## EVENT MARKETING ROI METRICS

- Increase in Lead Generation
- Increase in Sales
- Increase in Social Media Reach
- Improvement in Positive Brand Image
- Increase in Brand Awareness



Drive ROI with B2B event marketing and leverage lead generation connect with 30 Million Verified Business Contact  
Use Our Industry Specific Prospects Lists

Like what you read? Post it, Tweet It, Pin it, Share it...

### Sources:-

The State of B2B Event Marketing - Survey Report, Regalix, October 2014  
EventTrack Study, Event Marketing Institute  
Market Research.com  
MarketingProfs  
CMO Council  
Statista



(800) 710-5516  
info@lakeb2b.com