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5-STAGE MARKETING PLAN FOR EVENTS

BASED ON REAL DATA FROM MAJOR CONFERENCES

IN THIS GUIDE LEARN HOW TO

14

Extend engagement beyond event day

$

Sell out immediately to delegates + friends

Generate leads before schedule launch

FEATURING THESE MAJOR EVENTS & VENUES:

IAEE · TEDxSFU x = independently organized TED event · OMG SOCIAL MEDIA · SXSW. · VANCOUVER CONVENTION CENTRE · S·E·A·T SPORTS & ENTERTAINMENT ALLIANCE IN TECHNOLOGY · X3 · FWE · CITRIX

LET YOUR ATTENDEES DO ALL THE SELLING

Analyzing 100's of major B2B events taught us a ton about how to market conferences.

After tracking trends in engagement, user-generated content and sales, we found that **typical conferences go like this:** hardly anyone talks about you before event day except around milestone announcements, so many people talk about you during your event that it's completely overwhelming, and then you return to radio silence shortly after your event is over.

However, **the most successful conferences did things differently**. First, they paid attention to everyone that showed interest in their conference - not just ticket buyers. You may know them as delegates, attendees or leads. **We call them "fans"**. Second, each of these these sold-out conferences followed the same five stage marketing cycle we've called **fan-based marketing**:
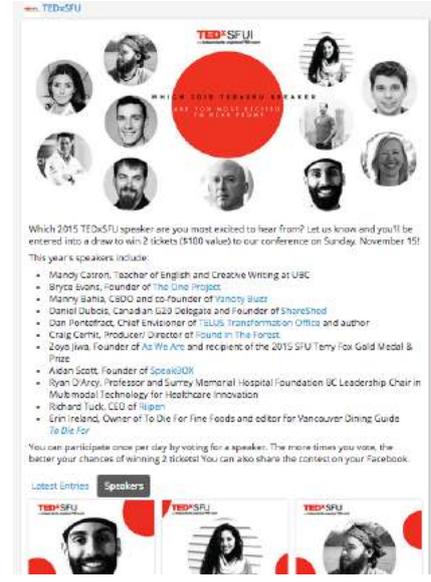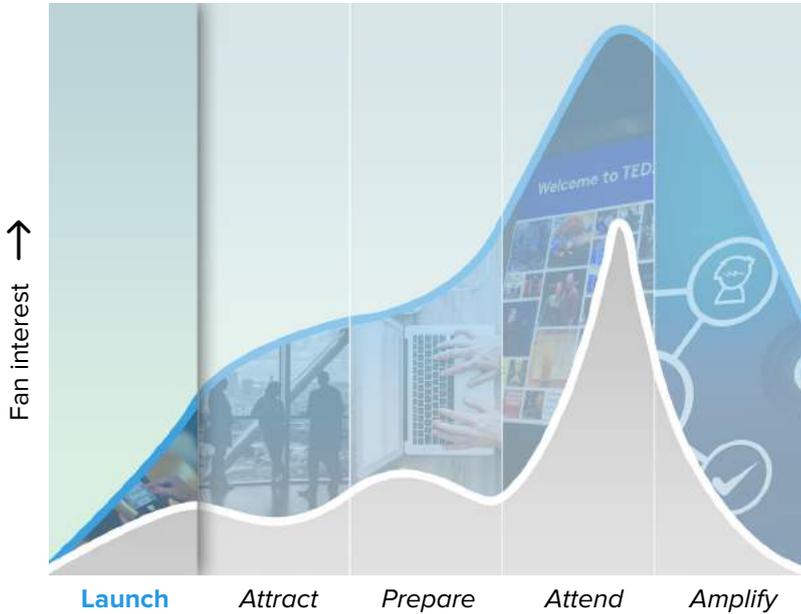
When you **Launch**, **Attract**, **Prepare**, **Attend** and **Amplify** with **Fan-Based Marketing**, you:
- Generate organic excitement and **qualified leads, even months before** your event day
- **Sell out before event day** by ensuring every dollar spent on advertising reaches fans
- Triple your organic engagement during your event while **maintaining complete control**
- **Extend organic engagement** with your fans and their friends long after your event
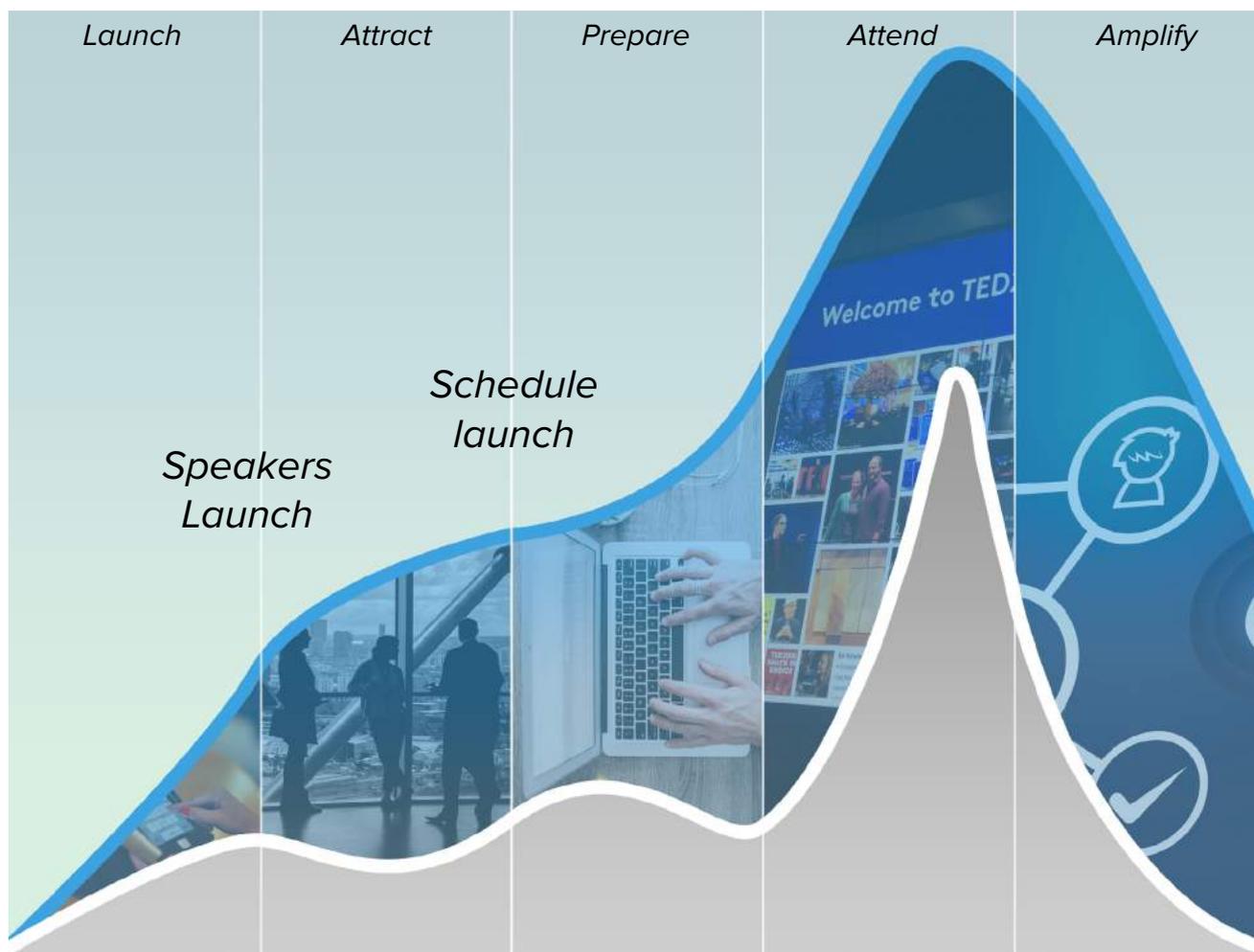
LAUNCH

7-11 months before the conference, buzz is your lifeblood. Don't blast brand content and pray it's heard; connect fans with an **engagement campaign** that creates organic buzz.
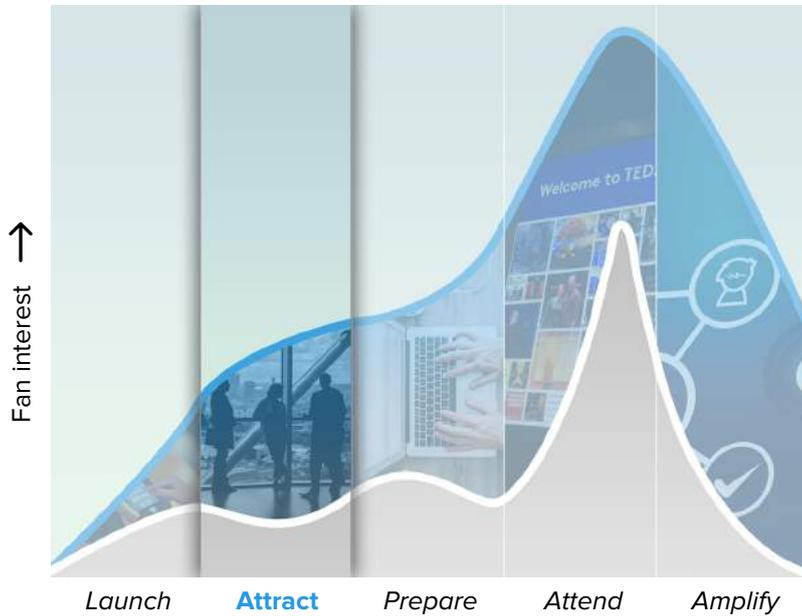

Launch | Attract | Prepare | Attend | Amplify

Fan interest →

TEDxSFU Speaker Photo Poll

	Goal	Then	Now	Result
Fans	**Discover** your conference	Receive a "stay tuned" email or ad with no distinct call to action apart from email signup	See a fun, relevant contest on their News Feed or email inbox	Discover by engaging in a fun, interactive contest with friends
Sales	Generate **leads** for ticket sales later	Find last year's excel exports of contacts and send them a "stay tuned" email	Generate an email list of leads from the contest & automatically cross reference with past data	Bigger list of qualified leads earlier, with less effort
Marketing	Generate **awareness**	Create and pay to push tons of brand content to your own properties	Provide incentives to fans for creating their own content, and amplify with social aggregation	More reach for far less effort and marketing budget spend; more authentic content
Organizers	Keep a pulse on **trends**	Read press and look at competition	Look at exact fan data and find popular speakers in your niche	Able to confidently approach speakers with data-backed offers
Sponsors	**Reach** potential customers among your fans	Be pitched with projections & past data	Co-launch a contest and access exact fan data on leads	Know exactly who the conference is reaching and engage earlier

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ATTRACT

5-8 months before the conference, your speaker lineup should generate leads. Using the audience you built, segment fans by interest and personalize your launch - ensuring a positive response.


Launch   **Attract**   Prepare   Attend   Amplify

Fan interest →

Name: Carol Gorna
Lives in: Vancouver
Friends: 323
Likes: TEDxSFU, VICE
History: $210 on tickets

Buy TEDxSFU tickets

Personalize Ads to Individual Fan Interests

	Goal	Then	Now	Result
Fans	See **speakers they love**	Stumble upon your entire speaker lineup through mass ads in print/online advertising	Receive direct notification about speakers you love in the roster	More excited about your event due to more personalized lineup
Sales	**Sell out presale** faster	Discount/give away tickets in exchange for emails and other contact information	Segment complete fan profiles and automatically target with ads	Sell out tickets faster with better ROI on all social ads
Marketing	**Be heard** by fans	Pay to reach fans about your lineup through brand content and print/online advertising	Directly email fan networks and amplify organic fan content	Higher email open rates because subscribers anticipate them
Organizers	Choose **trendy speakers**	Pay attention to competitor lineup announcements and attempt to match	Confidently choose lineup (even bring in novelty) based on fans	Guaranteed your lineup will resonate with your audience
Sponsors	**Learn more** about leads	Look at competition for ideas on what to do at the event to attract fans	Know exactly what interests fans with complete fan profiles	Can cater their at-event experience based on fan data

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PREPARE

1-3 months before the conference, you're preparing your fans for a stellar experience. If you sell out early with optimized ads, you'll have more time to plan to surprise fans with personalized offerings.
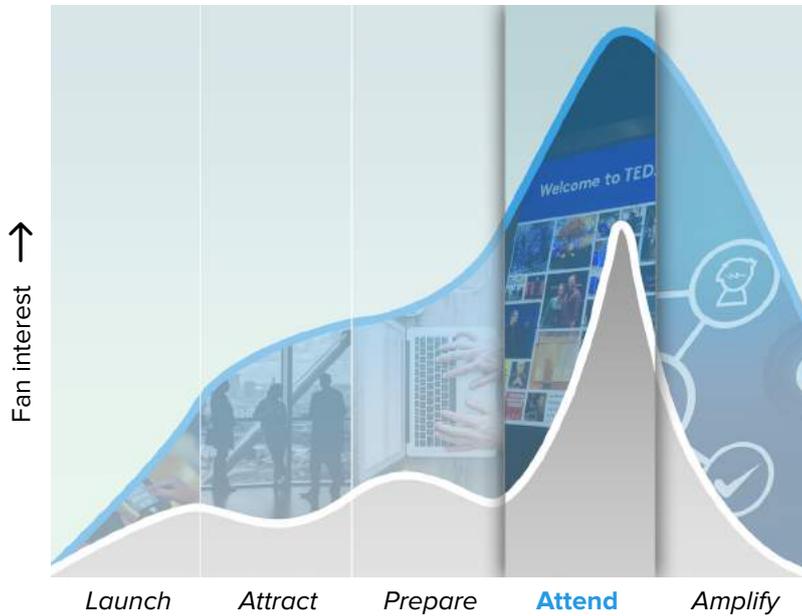

Launch   Attract   Prepare   Attend   Amplify

Fan interest →
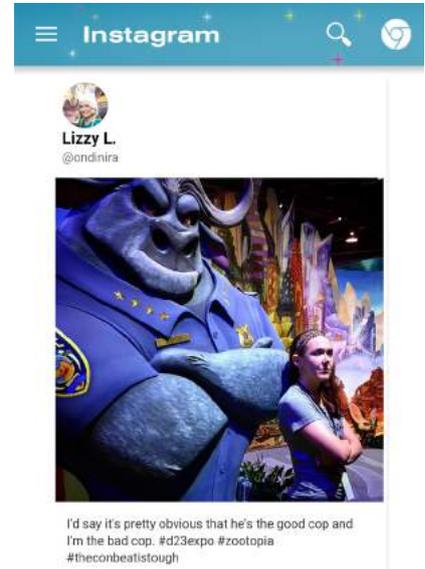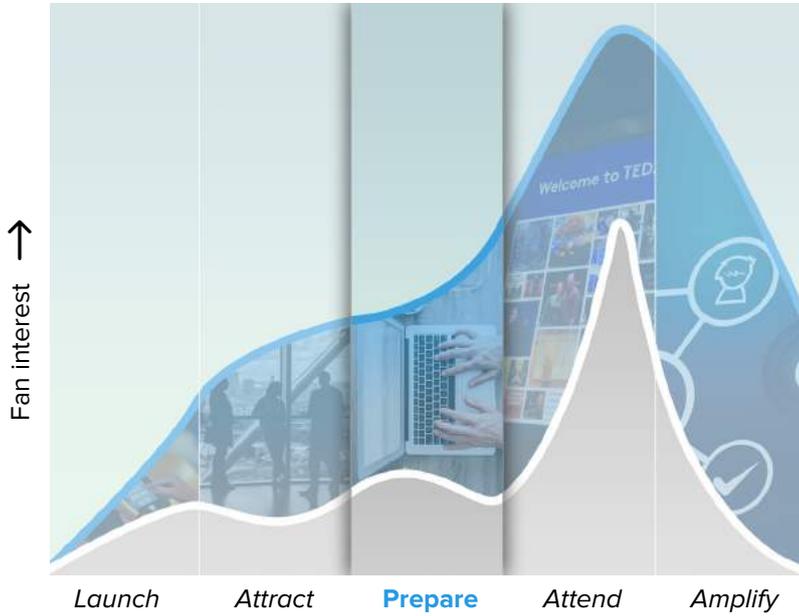
Fan Content within D23 Expo App

	Goal	Then	Now	Result
Fans	Feel **prepared** for event	See your schedule on your website, print and plan out their day on their own	Build their schedule with friends & colleagues on your website and app	Connected and prepared for a great event with friends
Sales	**Sell out event** early	Discount single day tickets to sell faster; blast ads for regular tickets by location	Advertise to friends and lookalikes of ticket buyers	Sell out tickets faster with better ROI on all social ads
Marketing	Generate **excitement**	Promote your schedule on your brand assets, starting with app-only launch	Encourage fans to share their own schedules with friends on social	More organic awareness for less effort and spend; more fan posts
Organizers	Choose **surprise** speakers/guests	Copy competition and press; survey existing ticket buyers on social and email	Secretly yet confidently choose surprise guests with fan data	Amaze fans with the most trending new bonus speakers
Sponsors	**Engage** with audience	Advertise by location and send push notifications in app promoting your offerings	Run VIP contests that get fans to share your unique offerings	More fan engagement, even before event day

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ATTEND

During your conference, you're making sure fans have a good time while solving problems. If you have a pulse on fan social content, you can relax while still staying ahead of any crises.
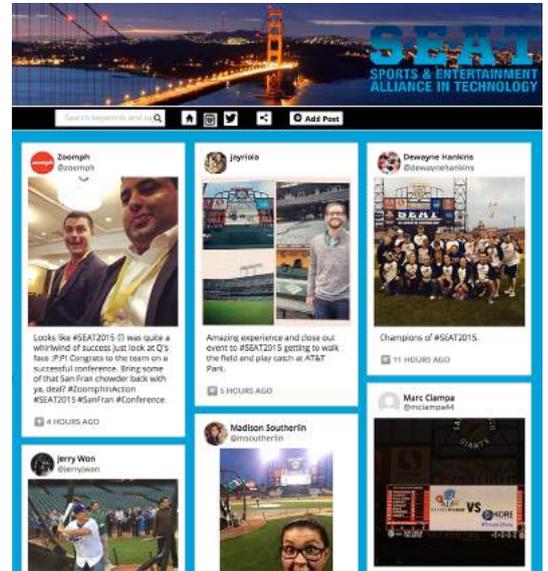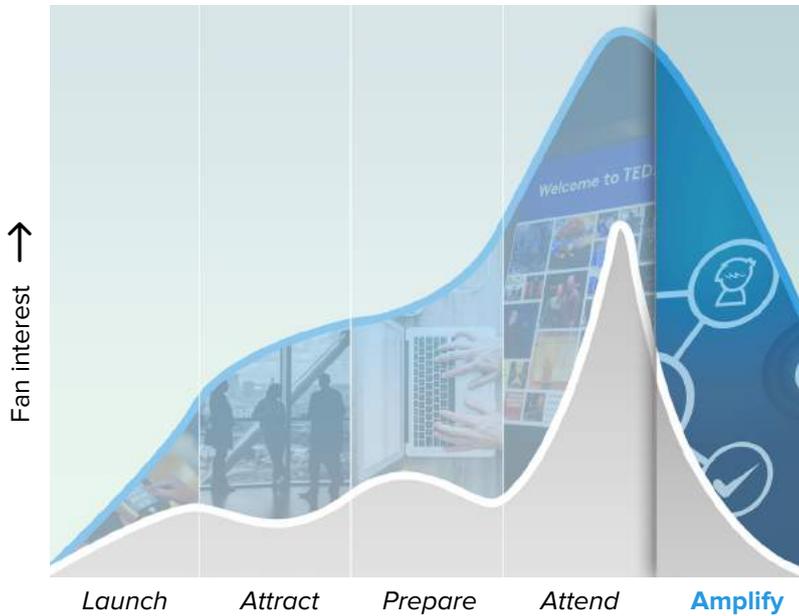

Launch   Attract   Prepare   **Attend**   Amplify

Fan interest ↑

Display of Real-Time Posts from Attendees

	Goal	Then	Now	Result
Fans	Have a **great experience**	Try to compromise with friends on event day and risk missing great moments	Know exactly where to go and when; be informed of bonus surprise acts	Have an amazing, personalized experience with friends
Sales	Give **demos** and **sell product** at booths	Strategically place booths in high traffic areas hoping attendees will notice	Send fans direct invitations and offerings based on interests & location	More demos, leads and sales during and after the event
Marketing	Generate **Excitement**	Post about event day to brand assets and ask media to promote live stream	Use your app to interact with fans via push notifications & connect them with speakers	Tons of brand mentions in press & social from genuinely happy fans
Organizers	Keep event **running smoothly**	Deal with problems as they come on & offline; attempt to digest flood of posts	Notified of issues real time using fan posts; anticipate crowded workshops	Solve problems before they explode; avoid overcrowding
Sponsors	**Engage** with audience	Hope that attendees will notice you and participate in your event day offerings	Directly reach relevant fans (potential customers) before/during the event	More authentic interaction with a quality audience

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AMPLIFY

After your conference, keep the brand buzz going all year. Don't start from scratch again next year - use previous years' data, audiences and insights to make your next conference bigger, better and guarantee you sell out faster.

Launch   Attract   Prepare   Attend   **Amplify**

Fans Relive the Moment on your Website

	Goal	Then	Now	Result
Fans	**Stay connected** to event and friends they met	Post one album of photos to social and then forget about the event until next year	Online community of friends remains; throwback contests engage	Connect with new friends online and engage all year
Sales	**Sell out even faster** for less spend next year	Export all sales data from all platforms into spreadsheets and store for later	All fan profiles from all activations ready for segmentation & retargeting	Empowered with massive optimized audiences for ads
Marketing	**Keep engagement** going all year for less effort	Repost live stream and brand content to your own website and social profiles	Put fan experiences (UGC) on website and socials, inviting to share	Enjoy year-long engagement and higher ROI on campaigns
Organizers	Make **speakers feel great** with fan praise	Send general press clippings and attendee counts by email to speakers and guests	Send one link of all positive fan mentions on them on all social networks	Speakers feel good and can respond to new fans easily
Sponsors	Receive quantitative **proof of ROI** of efforts	Rely on attendance numbers and intuition to prove the ROI of their presence at event	Complete fan profiles of all who engaged prove ROI & help retarget	Receive data-driven reports and qualified ad audiences

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🚀 HOW TO EXECUTE THIS STRATEGY:

When overwhelmed with disjunct data on social, ecommerce and ticketing platforms - you must reconnect with your individual fans.

Profiles on social media are more than follower numbers - they are digital representations of the everyday identities of your attendees. Connecting with them on these networks provides unprecedented opportunity for your event to reach the humans behind your online sales.

Successful marketing starts with identifying who your fans are, ensuring they have excellent experiences and then using their influence to generate awareness, engagement and sales.

Using social data to market directly to fans is called **fan-based marketing.**

👍 WHY FAN-BASED MARKETING BENEFITS YOU:

Fans that attend have a fulfilling experience they want to recreate and share. They feel the event catered to their individual needs and will now return again with friends.

Sales converts more ticket buyers faster by only reaching qualified leads. They never waste budget or time advertising to people who aren't interested – they engage with individuals who already share a connection with the event.

Sponsors have authentic engagement with highest quality audience. They can quickly and easily create a campaign to directly interact with their ideal audience, and finish with an explicitly granted audience of qualified leads.

Marketers achieve the highest, quantified ROI for all resources spent. With all their data in one place, marketers can see which of their campaigns are resulting in real business success while optimizing ad creative and audiences.

Organizers are empowered with intricate knowledge of fan preferences. In a highly competitive market, programming executives can make informed decisions about which popular speakers, sponsors and brands to bring to their event.

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🛠 TOOLS THAT HELP WITH FAN-BASED MARKETING

Although fan-based marketing can be accomplished manually, there are many tools that can help events successfully implement this strategy at scale. Identifying your best fans, catering to their needs and amplifying their networks can be challenging with one fan – you need automation to provide this level of personalization to millions.

An **integrated marketing platform** that combines all aspects of fan-based marketing helps you keep track of every interaction – from acquisition to final sale – so you can quantify the effectiveness of your marketing efforts.

Tools required for fan-based marketing:

• Brand/sponsorship activation tools with social login
• User-generated content aggregation with rights management
• E-commerce integrated social CRM (customer relationship management)
• Automated audience segmentation and retargeting

START YOUR FAN-BASED MARKETING STRATEGY TODAY

Learn more about how fan-based marketing can help your event in a free 30-minute session.

Contact Tradable Bits
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About Tradable Bits
Know your fans and market smarter with one all-inclusive platform for engagement campaigns, UGC aggregation, social login and fan CRM.