



eBook

# How to Maximize Your Event Marketing and Sales ROI



47% of event marketers  
say that in-person events  
have the **highest ROI**  
**splash**



Event organizers are always searching for new ways to attract attendees, including leaning into their speakers, exhibitors, and sponsors to help broaden and amplify promotional efforts. A rising tide lifts all boats, and smart marketers should be helping lift their own boat, too.

While many event marketers are good at boosting attendee and booth visitor engagement while an event is taking place, there are other opportunities some marketers don't have the internal bandwidth to execute on their own or perhaps haven't thought about. Consider real-time digital and telephony-based marketing while an event is taking place targeted to attendees you just engaged with or are still trying to engage.

Remember, a marketer's work doesn't end just because an event is over. In fact, this is where the hard work begins as they attempt to compete for post-event attendee attention amongst the onslaught of follow-up from others targeted to the same attendees who are distracted by crowded in-boxes and a large body of work awaiting them after returning from an event. But it's possible to break through the noise and stand out with a few smart, well-timed approaches.

# Pre-Event Marketing Optimization

Innovative approaches to attract attendees are essential, so organizers are leaning on their speakers, exhibitors, and sponsors to spread the word. No business wants to invest in having a presence at events that don't attract enough of the right buyers and influencers to make the investment worthwhile.

Now more than ever, event organizers and their stakeholders should collaborate to build a strong attendee base. Here's how event marketers can participate:



If you haven't already been contacted by the event organizer about ways you can help attract more of the right people to the event, then contact them to offer your assistance.

01



Request custom landing pages, URL's, discounted registration promo codes, and other trackable incentives to use as calls to action.

04



Request complimentary or lower price registrations to extend to your best current or future customers.

02



Offer to help the organizer strengthen their program by including speakers, panelists, and other presenters from your company who are subject matter experts on topics that relate to the event's overall learning objectives.

05



Ask for a pre-registered attendee list, email templates, digital versions of event promotional material, and other resources to send on the organizer's behalf.

03



Request exhibit booth or sponsorship upgrades and/or an increase in the number of attendees allowed to attend from your company in exchange for the amount of cooperative marketing you'll coordinate and for the number of attendees you'll get to the event from other companies.

06

In addition to providing your collaboration – whether or not the organizer is willing to provide the above-mentioned support – you should market your presence anyway leading up to the event.

Use your own digital marketing and telephony capabilities available through your sales team and/or in-house or external contact/customer service centers. Contact your best customers to let them know about your presence at the event, and contact your best prospective customers with similar messaging.

Being at an event is a terrific way to create net new customer opportunities and to move existing pipeline opportunities forward. Events are ideal settings to meet with current and future customers in an intimate, one-to-one way, so you should be capitalizing on this.

Engagements with your best current customers are ideally left in the hands of the sales reps or account/customer success managers responsible for these relationships. Encourage them to use the opportunity of your presence at an upcoming event as a fresh, rational way to reach out. If they say they're too busy, encourage them to work with an internal or external inside sales rep team to help.

A careful, yet simple set of adjustments to scripts, calling objectives, and CTAs should be all it takes to generate leads and opportunities via event-related calling. Pre-event marketing is critical to optimizing your event marketing investment at the front end, so leverage these opportunities.

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# In-Progress Event Marketing Optimization

We've worked with many companies to help them attract targeted buyers and influencers to events they're participating in, as well as to follow up with people they've met at those events or who they didn't have a chance to engage with at the event.

We have also seen many organizations not take full advantage of attendee engagement opportunities while they're actually AT the event. This is typically because they either don't have the bandwidth while on-site, or the know-how.

Typically, it's an all-hands-on-deck scenario and on-site staff is busy either attending events or engaging customers and prospects in person before, during, and after sessions and in their exhibit booth. But there are ways to address otherwise missed opportunities to creatively engage attendees while the on-site team is busy:



For attendees your team has already spoken to, follow-up emails should be sent within a short time of talking with them. When a conversation is quickly followed up with a relevant message, you'll stand out.

01



You'll also stand out with calls and voicemails left for those you just spoke with. We've found that this tactic, often written off as being "annoying" is more often seen as thorough follow-through, genuine interest on your part, and a convenient reminder about who they spoke with and what they spoke about.

02



We recommend similar event in-progress email and phone call approaches with attendees you want to meet with but haven't yet had the chance to. Use your attendee list provided by the organizer as your go-to source for emails and/or phone numbers. Assign calls and emails to your internal inside sales team, on-site reps, and third-party calling agency. Provide them with scripts and enticing CTAs to encourage attendees to meet with you at your booth or another location at specific times. This is your opportunity to remind them of your convenient presence at the event and your desire to talk with them. Attendees tend to check emails and voicemails while at events, so you'll capture their attention while there's still time.

03

While your on-site event team may be very busy with their many responsibilities, chances are you still have staff at the office or working from home, or even third-party lead generation and inside sales agency partners who DO have the bandwidth to help optimize your presence.

We strongly recommend capitalizing on this and embedding it into your event marketing plan ahead of time. An “all-hands-on-deck” approach should imply that EVERYONE is involved – including your on-site and off-site teams, and your strategic external partners.



# Post-Event Marketing Optimization

Assuming you've done the right pre-event marketing work and executed the right set of marketing activities while an event is in progress, you'll significantly increase your opportunity for a strong ROI by supplementing all your hard work AFTER the event.

While it may seem obvious to most sales execs and marketers, there are still too many organizations that fail to execute the final, vital post-event marketing step.

Here are a few critical things to keep on your event marketing optimization radar AFTER an event:

01

Most event organizers share a final attendee list. Follow-up promptly with the organizer to request this if you haven't received it within a few days after the event.

02

Create and share email templates, talking points, and CTAs your internal sales and third-party lead generation/nurturing partners can easily use to guide their follow-up.

03

Upload the list to your CRM, assign the event as the lead source, and then monitor follow-up progress and lead conversion.

04

Review the list thoroughly and carefully to select the attendees you talked with and those you didn't. Organize your follow-up based on both scenarios: "Met" and "Didn't Meet." Then, further segment this list for the most highly relevant follow-up you're able to execute based on the nature of the conversations you were able to have with those you met with.

If you recognize that this will be a challenge, work with third-party partners to execute the follow-through. This final push shouldn't just be limited to a one-and-done set of calls and emails. Instead, plan for and deploy ongoing lead nurturing to keep all leads and opportunities alive and engaged.

There you have it – your comprehensive and vital set of event marketing maneuvers that will optimize your time, effort, and investment, and yield your strongest possible ROI.



Are you ready to take your event  
marketing to the next level?

Contact us



Learn more about how Televerde can help.

Visit <http://www.televerde.com> or call us at [888-925-7526](tel:888-925-7526)

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