

A low-angle photograph of the Manhattan Bridge, showing its steel structure and suspension cables. The bridge is flanked by two tall, multi-story red brick buildings with many windows. The sky is overcast and grey. The text "Event Marketing Strategy" and "Melissa Ruiz" is overlaid in white on the bridge structure.

Event Marketing Strategy

Melissa Ruiz

Agenda

- Overview
- Event Classification
- Goals and Objectives
- Customer Profile
- Budgets and Event Vetting
- Branding
- Positioning & Messaging
- Email/Social/Content
- Event Resources



“I’ve learned that people forget what you say,
people forget what you do, but they never forget
how you made them feel.”

-Maya Angelou

Overview- Events Marketing Management

Develop a event strategy including goals and budget, working cross-functionally with Marketing, Sales, Customer Success, Support, Creative, and Product. Manage project schedules, adhere to budgets, and oversee ALL functions.

Support the development of event-specific goal setting for teams outside of marketing that are attending the event.

Manage a series of event-planning meetings ensure that all event stakeholders remain on the same page about the goals, budget, and status of the event planning process.

Complete cross-functional debrief after each event to determine what worked, what could be improved, and recommendations for going forward.

Event Classification

| Type | Definition | Goal | Ownership | Timeline |
|---|--|--|----------------------------------|------------|
| <u>Strategic Event</u> A-C | A large conference or tradeshow with an international audience and requires cross functional participation and alignment with Marketing, Sales, Customer Success, Support, Alliances, Creative and Product. All strategic events require opportunity/ ROI assessment, budgeting discussions, and a promotion plan. | Lead Generation Customer Retention/engagement - Increase product usage | Marketing | 4-6 months |
| Regional Event D | A regionally specific conference that is requested by regional sales and requires approval by sales leadership. Sales reps are responsible for assessing the value and ROI within their territory and partnering with regional marketing to execute. | Prospecting Securing renewals | Marketing w/Regional Sales Teams | 2-3 months |
| Micro Event A | Creative company hosted event where we can control all the messaging using regional list. Leveraging list to invite the correct profile | Lead Generation Learning from the source | Marketing | 1-3 months |
| Happy Hours & Receptions B | Company hosted event where we can have more intimate conversations with partners, customers and potential customers adding to an existing conference. | Lead Generation Learning from the source Leveraging an existing Event | Marketing w/Regional Sales Teams | 1-2 months |

Event Classification

| Type | Definition | Goal | Ownership | Timeline |
|--------------------------------|--|---|--|-----------|
| Sales Kick-Off Internal | An annual leadership and training event for the Turnitin's global salesforce. All Sales Kick-Off events require programming from product marketing and sales enablement as well as alignment with Sales, Customer Success, Support, Alliances, Creative and Product. | Training opportunities Team Building/alignment Product Roadmap visibility | Corporate + Product Marketing Sales Enablement | 12 months |
| User Summit | An annual turnitin hosted event where customers can get training and professional development as well as visibility into upcoming feature releases and product launches. | Customer satisfaction Customer Retention/engagement - increase product usage | Regional teams Corporate + Product Marketing | 12 months |

Goals and Objectives / ROI

Leads

- 10% of total number of attendees = Lead goal
- 8% of lead goal = Converted MQL's. • iPad easy lead captured (necessary fields only) directly fed into SFDC

User Presentations

- Live presentations on common problems and solutions
- *Alternating on the hour 4-5 times a day • Tweet! • Users ONLY

New Feature Announcements

- Live Demos on new features and Products • New corresponding swag and collateral • Tips and tricks
- *Alternating on the hour 4-5 times a day • Tweet!

Customer Engagement

- Engage with current and potential customers • Give away swag • Invite them to Demos and HH (if applicable) • Tweet! • Share industry insights • Case Study - Live interview

Happy Hours and Receptions

- Happy Hour • Invite ONLY meetings • Customer Dinners • Parties/Receptions



Strategic Event

A **strategic event** is characterized by:

1. An event that has significant impact on annual business goals.
2. A brand building opportunity to solidify us as a market leader. Product release and create excitement
3. An opportunity that requires significant budget allocation, resources, and promotion.

Micro/Reception Event

A **Micro event** is characterized by:

1. An event that has significant impact on regional demand generation.
2. An opportunity to create brand awareness and speak on it
3. Learning opportunity - what are our client pain points, how could we take that and leverage it?



Customer Profile

WHO?

Head of Sales
CRO
Head of HR

Company
Size?

Company
type?

WHY?

What problem are
we solving

WHEN?

Sales
cycle

Budgeting and Event Vetting

Determine 2020 Budget with Marketing Manager

Research industry events

- Sales Cycle
- Demographics
- Location Targets
- # of Attendees

Connect with Sales Lead

- Where have we gone?
- Why did we go
- Who went (Check in with team that attended last, get debrief)
- ROI (in an 18 month cycle)
- Other Results

Email/Social/Content

Before Event

Marketing Channel - Website, Blog, Newsletter

Email Marketing - 4 weeks out, 2 weeks out, day before

Collateral - One Pager/ Postcard

Pre-Internal Event Email - Bullets about the event shared company wide

During Event

Social Media - Twitter, Facebook, Company Community, Instagram, etc

Presentor Social Media - Have all partners post on our behalf (on all channels)

Marketing - Post on event app (on all channels)
- Post event pictures in company slack channel

After Event

Email Marketing - 1 week after event

Sales Email Follow up - ONLY for hot leads

Collateral - Did it resonate, what could be better

Social Media - How did all the channels perform

Post-Internal Event Email - Share any images and wins company wide

Branding

Strategic & User Summits

Branding is “the marketing practice of creating a name, symbol or design that identifies and differentiates a product or service from others.” -Entrepreneur magazine

- What do you remember visually, branding, what did it look like?
- Was advertising valuable, did it lend itself to a good conversations while at the event?
- Recognizable follow-up material ?

Positioning and Messaging

Strategic & User Summits

- **Why**- Why should they go, what's being offered?
- **Who**- Who will be there, networking opportunity?
- **What**- What are the takeaways and learnings?
- **When**- Date and Time
- **Where**- Location, web address, etc
- **How**- How much does it cost and how can I secure it?

Event Resources

[Strategic Event Plan](#) - Details

[Event Planning Deck](#) - Sample

[Planning Process](#) - Sample

[Event Organizer Email Template](#)

[Attendee Email Template](#)