"Promote events more cost effectively, reach a wider audience, and create a more engaging and interactive event experience.".

Digital event marketing - create and promote the online presence of an event with a website or landing page for the event, mobile app, as well as promoting the event through social media and other online channels.

Benefits

- **Reach a wider audience** - with your event message through social media, email marketing, telemarketing, and other digital channels.
- **Engage your audience** - interact with your audience before, during, and after your event through social media and email marketing.
- **Save time and money** - target your audience more precisely, track results more easily, and get a more efficient and cost-effective ROI through social media, email marketing and PPC advertising.
- **Stand out from the competition** - create an event brand that's unique and memorable.

Digital event marketing allows event planners to reach a wider audience with their message, and track and measure the success of their marketing campaigns, which is essential for making informed decisions about future events.

Strategy

- **Define your goals and objectives** – define what you want to achieve with your digital marketing campaign.
- **Choose the right channels** - for your target audience and your budget.
- **Create engaging content** - that will resonate with your target audience (relevant, informative, and interesting).
- **Promote your event** - regularly and across multiple platforms to maximize your chances of success.
- **Measure your results** - track your results to ensure that your digital marketing campaign is effective.

Digital event marketing helps event planners promote their events more effectively, reach a wider audience, and create a more engaging and interactive event experience.

CONTACT

Navigate Your eMarketing Journey With Confidence

eMarketing – Digital event marketing

- **SEO Consulting**

  - Keyword research to identify relevant terms and phrases associated with your event.
  - Prioritize long-tail keywords that reflect specific aspects of the event over short, generic terms.
  - Incorporate these terms naturally throughout the event website and social media, making sure that the content is both high-quality and valuable so it can rank as high as possible in searches.
  - Optimize the event website for mobile devices to provide a seamless experience, as Google prioritises mobile-friendly websites.
  - Build high-quality, relevant external links to the event website from reputable sources like influencers, industry publications, speakers, and event sponsors.
  - Conduct regular SEO audits to see what is working and identify areas that need improvement.

- **Custom event website / landing page**
  The fundamentals of website optimisation include:

  - Focus on design
    - ➢ Create a compact but comprehensive website, with a mobile-responsive layout, that is accessible to individuals with disabilities.
    - ➢ Incorporate compelling visuals that represent the event branding, prominent and strategically located call-to-action buttons to achieve your desired objective.
    - ➢ Use SEO optimization, integrate analytics tools to track website performance and user behavior.
    - ➢ Add social media feeds and social sharing buttons to your website and mobile app and encourage visitors to share event details with their networks.
    - ➢ Implement secure payment gateways for registration and ticket purchasing.

  - Content creation & marketing
    The event website should have high-quality, relevant, engaging content, that communicates the benefits of attending the event, and emphasizes the unique selling points.

  - Prioritize the user experience
    Create a streamlined user experience that's engaging and easy to navigate.

  - Offer a virtual event experience
    Highlight the convenience of attending from anywhere and the flexibility of on-demand content to encourage widespread participation.

- **PPC advertising (Facebook and Instagram, Google, LinkedIn & X)**

  - Platforms like Google Ads and social media channels offer tailored advertising solutions that allow you to reach specific demographics and ensure the event is showcased to those actively seeking or likely to be interested in event.
  - Maximize your ROI by defining clear and measurable objectives for the PPC campaign.
  - Conduct keyword research to identify relevant and high-performing keywords related to the event.
  - Create compelling ad content, copy and images, that highlight the unique selling points of the event and include a clear call-to-action (CTA).
  - Regularly monitor key campaign performance metrics, assess the campaign's return on investment (ROI), and adjust your campaign strategy accordingly.

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eMarketing – Digital event marketing continued

- **Email marketing**

  o One of the most effective ways to connect with potential attendees.
  o Personalized and compelling email campaigns build excitement, communicate updates, and encourage registrations.
  o Is data-heavy, so use a full-featured email marketing platform to help simplify the process.
  o Segment, and create email lists based on demographics, preferences, or past interactions. Then send targeted and personalized messages to each segment for higher engagement.
  o Develop concise and attention-grabbing subject lines that communicate the purpose of the email.
  o The content of the email should also be engaging and visually appealing to encourage readers to act.
  o After the initial email, implement an automated drip campaign that sends a series of targeted emails consisting of timely reminders and exclusive offers at strategic intervals to maintain engagement.
  o Keep in mind regulations, make sure you obtain consent, and provide clear opt-out options.

- **Social media marketing**

  o The most popular form of digital event marketing and very effective in attracting attendees.
  o Create a buzz, share engaging content, and foster a sense of community around an event.
  o Live updates, behind-the-scenes glimpses, and user-generated content can all contribute to a dynamic online presence.
  o Choose the right platform for your target market. For example, professional and industry-related events will likely gain better traction on LinkedIn, while lifestyle events will likely do better on Instagram, Twitter, and Facebook.
  o Prioritize high-quality images, graphics, and videos on visual-based platforms such as Instagram.
  o Create and promote unique event hashtags to bring attention to the event and facilitate easy tracking.
  o Platforms such as Facebook Live, Instagram Live, or YouTube can also allow you to broadcast keynote speeches, sessions, interviews, behind-the-scenes moments, or other event content in real-time with live streams to engage remote audiences.
  o Community building is a key. Respond to comments, direct messages, and mentions promptly, and you can foster meaningful connections, build a collection of engaged followers, encourage user-generated content, and enhance the overall experience for attendees.
  o Utilize social media analytics tools to track performance metrics, including reach, engagement, and follower growth as well as the effectiveness of different content types and posting strategies.

- **Integrating mobile marketing**

  o Mobile app development - create a customised mobile event app that includes features such as schedules, interactive maps, and networking tools.
  o SMS marketing and push notifications - send personalized event updates, reminders, and other notifications to attendees based on their preferences.
  o Mobile ticketing and payment options - streamline the purchasing process for tickets, merchandise, and event purchases.
  o QR code integration - easy access to event information as well as seamless check-ins, linking to promotional materials, or networking.
  o Interactive mobile games - create experiences that offer immersive previews or interactive elements.
  o Mobile analytics - track app usage and engagement to better understand user behavior and improve future event planning strategies.

Mobile marketing enhances attendee experiences, drive engagement, and streamlines event participation.

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