

engagez

Virtual Event Marketing Plan

Target Audience

- Industries
- Roles & titles
- Geographic Areas
- Demographics
- Motivations and Critical Issues Related to Topics
- Competition (why wouldn't they register & attend)
 - How you can overcome.
- Numbers of all target audiences
 - By segment
- Goals for event
 - Registration
 - Attendance

Event Microsite

- Event Branding
- Create landing pages and offers
 - Links to Registration
- Dates and times
- Initial Agenda
 - Key content
 - Key speakers
 - Key sponsors
- Benefits
 - Why should they pay attention to this
 - What's in it for them
 - Why register now (FOMO)
- Who is participating/has in past events
- Info on the virtual experience
- Travel saving of time and money
- SEO
- Social media links and promotion

Email Marketing (not uncommon for 70% of registrations come from email)

- Email promotional campaign
 - Save the date, Program announced, Keynote announced, Partner Announced, etc.
- Banner ads for all employees email signatures
- Story for email newsletters
- Ads for email newsletters
- Make sure all are sharable for recipients to incite colleagues
- Encourage (and supply) all partners, speakers and sponsors with content to share in their email channels

Social Media

- Announce event across all SM channels
- Update SM channels with drip of news about content, sponsors, registration, promotions
- Encourage (and supply) all partners, speakers and sponsors with content to share on their channels
- Create appropriate hashtags, use related hashtags
- Engage and include social media influencers in the space

Organization Websites & Webinars

- Develop and publish hero banner ad for website
- Add ads announcing events pre, during and post all webinars
- Publish blog posts to website

LinkedIn Outreach & Lead Generation

- Post content to pages and groups and tag groups and individuals
- Search for appropriate existing and new contacts with target demographics and connect or invite

Content Marketing

Create articles, photos and videos are needed to be post to blogs, social media, guest posting sites
Create and distribute slideshare and infographic
Follow and post in comment sections of appropriate sites and content

PR

Create and send Press Releases where appropriate

Search Engine Marketing

Create and run ads for remarketing, PPC search (adwords and bing), special networks in niche

Telemarketing

Outreach to existing database (also an upsell or check-in opportunity)
On-hold message

Opportunity Marketing

Take advantage of opportunities as they arise

- Signage, handout and registration at other events you are participating in

- Create videos promoting the event, content or speakers at events or other places customers/participants are present

- If you have mobile phone numbers for people and it is appropriate text messages can be valuable

- Sales people should mention/promote the events on all calls where appropriate

- Registration confirmation email and reminder emails should have a refer a colleague link

- Establish media sponsorships where they promote your event if you promote theirs

- Ask internal SMEs to invite their contacts

- Post to relevant Meetup groups and online forums