



MARKETER'S CHECKLIST

20 TIPS

FOR

EVENT MARKETING OPTIMIZATION

20 Tips for Event Marketing Optimization

Struggling with event ROI? Could your events be leaking leads and sales? This checklist features 20 tips for optimizing your events for ROI-generating greatness.

High Conversion 101

This checklist enables marketers to optimize the four essential activities of an ROI-driving, high conversion event. These include:

1. Attractors

An offer or experiences designed to attract the right people to your event space.

2. Identifiers

Data collection tools that collect contact information, segment and qualify attendees, and track attendee interests.

3. Enticers

Engaging, entertaining or informative content to nurture attendees and move them through your event sales funnel.

4. Sell Paths

Defined steps to purchase that convert attendees to customers and shorten buying cycles.

[Before you get started](#)



Before you get started, make sure you've read
**The Complete Guide to
Improving Event Marketing ROI**

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Checklist: How to Run a High Conversion Event Program

Rate how you perform on each best practice, (strong, average or opportunity for improvement). Select NA if not applicable to your business.

Best Practices for High Performing Attractors

Use attractors consistently at events.

★ Strong ■ Average □ Opportunity ✗ NA

When designing attractors, start by challenging yourself to focus on telling your product's story in an interesting and engaging way to your target market. Don't be tempted by non-product related attractors, which will attract less-qualified, desirable leads.

★ Strong ■ Average □ Opportunity ✗ NA

Once you've focused your attractor, tap into basic human motivators to add extra appeal and broaden the number of visitors to your event.

- Always ensure these appeals are aligned with your target market.

★ Strong ■ Average □ Opportunity ✗ NA

- Physiological (food, drink, rest)

★ Strong ■ Average □ Opportunity ✗ NA

- Love/Belonging (social connection, relationships, group experiences, common goals)

★ Strong ■ Average □ Opportunity ✗ NA

- Self Esteem (recognition, awards, achievements, social classes)

★ Strong ■ Average □ Opportunity ✗ NA

- Self Actualization (creativity, spontaneity, leadership etc.)

★ Strong ■ Average □ Opportunity ✗ NA

Best Practices for High Conversion Identifiers

Don't make a lengthy survey be your only method of lead capture. Capture more leads by offering different identifiers for different stages of your event funnel.

- Create a simple identifier to easily collect basic contact and qualifying info from most event visitors, reducing their likelihood of refusal
- Offer more in-depth surveys about product preferences or have a means to collect notes for hot/warm qualified leads

Offer incentives or benefits to those who complete an identifier, or use your identifiers as gatekeepers to attractors and enticers.

When at a high traffic event, qualify and identify hot leads as early in your identifier process as possible and look for ways to notify event staff when hot leads are onsite.

No lead is the same, so their experience shouldn't be either. Use work flows and skip questions to offer dynamic surveys or lead capture forms based on visitor's interest. This will speed up completion time and improve user experience.

Streamline your post show sales and marketing efforts by using a lead capture and identifier software that integrates directly into your CRM or marketing software.

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

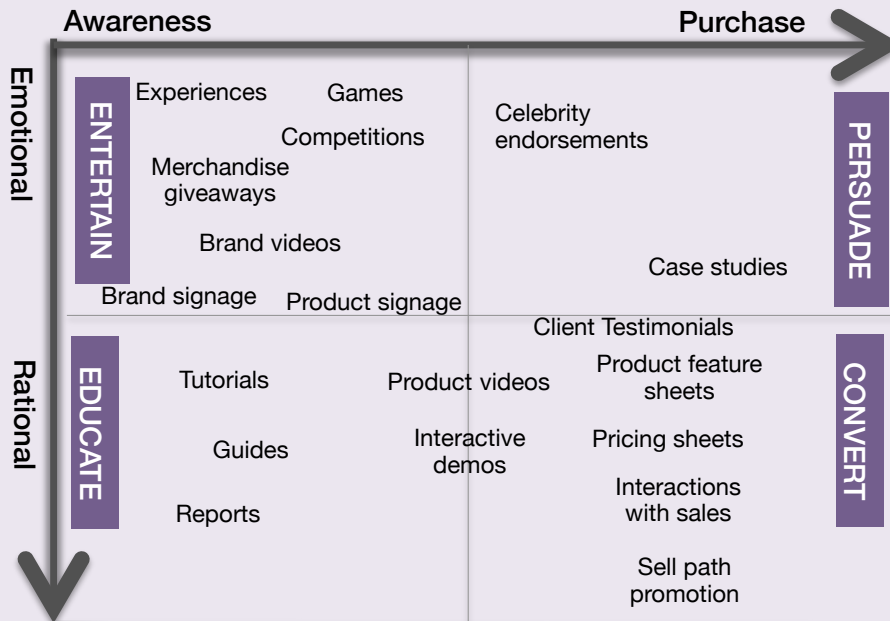
★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

Best Practices for High Conversion Enticers

When creating content for your events, design with purpose. Effective enticers either entertain, educate and persuade attendees to convert. Plot the various content elements from your last few events onto the graph below based on the two axes.



This graph is an adaptation from Distilled's "Four Types of Content You Need on Your Site" Blog, by Hannah Smith

A successful high conversion event will have content for each stage of the funnel. Each of the sections in the exercise above, corresponds with a different level of your event funnel (below). Rate how well your content covers each quadrant.

- Entertain: Top-of-funnel
- Educate & Persuade: Middle-of-the-Funnel
- Convert: Bottom-of-the-Funnel

Structure your enticers strategically and don't forget about these three key places to include an enticer.

- On the outskirts of your event space to entice people to enter
- Anywhere visitors may be waiting in line, to entertain and engage them as they wait
- Post-event with targeted email or social media, to continue lead nurturing.

Use the information you captured from your identifiers to offer relevant content (usually post-event) based on visitors preferences and their stage in the event funnel.

- Marketing automation tools allow you to streamline this process

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

★ Strong ■ Average □ Opportunity ✗ NA

Best Practices for Deal Closing Sell Paths

*These best practices are specific to companies who cannot offer purchasing of products on site.

Ensure at least one clear sell path is designated for hot leads at your events.

★ Strong ■ Average □ Opportunity ✖ NA

Ensure event staff are educated about the sell path process and can effectively communicate it with attendees.

★ Strong ■ Average □ Opportunity ✖ NA

Create a back up sell path for hot qualified leads that do not speak directly to your events staff (but fill out a product survey or lead capture form indicating they are hot and qualified).

★ Strong ■ Average □ Opportunity ✖ NA

Look for ways to offer interested buyers with immediate gratification, or make progress towards their purchase on-site.

★ Strong ■ Average □ Opportunity ✖ NA

- (Example: Start customization or free trial, complimentary gifts/discounts, incentives or add-ons)

Minimize the effort buyer needs requires to make a purchase and outline clear next steps.

★ Strong ■ Average □ Opportunity ✖ NA

- (Offer smart phone-friendly links to purchase, set up appointments or meetings, identify convenient purchase location, offer standard proposal templates or pricing sheets)

Offer discounts or incentives for completing the next steps of your sell path within a given time period.

★ Strong ■ Average □ Opportunity ✖ NA

Follow up with interested buyers within 24 hours of the event to reaffirm your sell paths and their next steps.

★ Strong ■ Average □ Opportunity ✖ NA

Continue reinforcing the value and benefit of your products or service to prevent second-thoughts.

★ Strong ■ Average □ Opportunity ✖ NA

- (Reassurance, follow up emails, engaging content)

Next Steps

Prioritize and implement. Take a look at the various opportunities you have to improve your events and prioritize them based on your budget, audience and existing event performance.

Need help? Talk to an Intouch for Events expert today to discuss the most effective ways to start getting more from your events. Contact us at dhall@intouchinsight.com.

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