

# EVENT MARKETING STRATEGY

Savvy Strategies to Maximize Your Event Attendance



## **If you host an event and no one attends, did your event really happen?**

Let's say the logistics of your event have been finalized—you've crafted a catchy, attention-grabbing title, the date has been set, an awesome agenda is ready, influential guest speakers have been confirmed...whether you have 10 registered guests or 10,000, this event is happening.

Now, the question staring you in the face: **how do I get people to actually attend?** Sure, your friends and maybe even some colleagues might register and attend just to show support, but the point of your event is not to host a reunion. Generating leads, selling courses or products, getting people to talk about your organization or brand, building your email list, the primary objective of your event is to create results for your brand. The amount of results you can possibly generate for your business are directly proportional to the number of people attending your event.

**Therefore, increasing event attendance = greater chance of better business results**





According to [Forrester Research](#), events and tradeshows are the second most effective tactic in a marketer's mix, after their company website

And yet, according to a [study by HubSpot](#), nearly 50% of marketers have trouble getting people to respond to event invitations, and 26.4% of marketers don't know which online tool to use to help them market events.

This disconnect is concerning, especially when you consider how critical and expensive (event marketing usually consumes 20-25% of a company's marketing budget-[HubSpot](#)) events are for a company.

So, again, you ask yourself:

**How do I increase the number of people attending my event so I can increase the potential ROI of my efforts?**

We've written this Event Marketing Strategy guide with you in mind.

**MaestroConference** is a technology company that helps people, brands and organizations host highly interactive virtual events. We've witnessed firsthand and participated in events with 500 or 10,000+ people in attendance...and we've seen events where no one but the speaker showed up.

When we hosted our own events, I gave our marketing team one simple, yet vague instruction - get people to attend our events. They then went out and researched, tested and measured new ways to spread the word.

We've learned some things along the way, things we think can help you when it comes time to promote your event. Not all of these strategies will work for you, your brand or your event, but some of them will help you get more people to attend your event, which, in turn, will mean more benefits and better results for your brand.

I hope this helps you with your next event,



**Julian Martinez**

Director of Marketing, MaestroConference

# 01

## Pre-Event Planning

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Carefully planning and organizing your marketing campaign at every stage—from months before the event starts to weeks after it's over—increases the likelihood of having a productive and rewarding event for your business.

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Success depends upon previous preparation, and without such preparation, there is sure to be failure.

Confucius

The planning that takes place well before the event happens is critical, since this stage will ultimately determine whether your event succeeds or fails. Most people make the mistake of starting the marketing campaign after every last detail has been finalized and the event website is ready to be launched. There's no need to wait that long.

Promoting your event two to three months prior to the event date will produce exponentially greater results than if you promoted it only a few days before. So what if the trivial details haven't been decided yet? You can still create a page online and keep updating it as details are finalized.



**“Most B2B companies spend 5-8 weeks planning an event.”**

HubSpot

## 9 EVENT LISTING SITES

Take full advantage of the many free event listing websites and local directories that are available online. Below are a few sites that can produce great results—new audiences and more registrations—for your event!

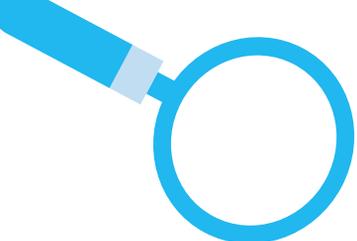
### 1 Evvnt

An online tool for event promoters to reach audiences across the world's network of event listing sites, evvnt enables you to promote your event to 40+ event listing sites from one submission based on your event's category and location.



### 2 EventSetter

An easy and convenient way for individuals, groups and businesses to promote events online, EventSetter helps organizers post virtual events, tickets and offers in thousands of cities and communities around the world.



### **3 Eventbrite**

A free event listing website which allows you to post your event, manage registrations through their online ticketing system, and promote your listing on social media directly through their site. Eventbrite's event listing pages have social sharing features, which make it super easy for your registrants to spread the word among their friends too. You can also use their event management software to seamlessly coordinate the logistics of your event.

### **4 SpinGo**

With a network of over 1500 news and media sites, SpinGo can distribute your event across many event calendars with a single event listing. In addition to event distribution, the site offers a full event management software that will help you manage logistics, including schedules, volunteers, guests, panelists, venues, and more, all in one place.

### **5 Eventzilla**

Helping people organize successful events, Eventzilla also maintains an event directory where you can list and promote your event for free, track registrations, issue e-tickets and even process payments if needed.

### **6 Eventful**

Claiming to be the "world's most comprehensive selection of local entertainment content," Eventful is owned by MTV and is very popular for music, community and educational events. This site has an email newsletter that reminds users of upcoming events in their area. This is definitely more of a consumer-based website and would be recommended for charity, free promotional events or even a booth promotion at large events. Eventful currently has 22 million registered users.

### **7 MyEventGuru**

An interactive portal that allows organizers to list and promote events, collect RSVP's, process payments, and generate revenue by selling event content. Your free listing on MyEventGuru can be instantly syndicated to social media, public calendars, and search engines. Finally, get immediate feedback from your audience with professional and easy to use surveys.

## 8 **Craigslist**

People use Craigslist to find all sorts of things—furniture, dates, homes for rent, etc. So it makes sense that they also use it to find local events. Listing your event in Craigslist’s “event calendar” provides more free publicity than flyers, maybe even more than word of mouth.

## 9 **Backpage**

A Craigslist competitor, Backpage also offers free classified listings for a wide variety of products and services, including local events. It has nowhere near the audience that Craigslist does, but if you’re already posting on Craigslist, you might as well copy and paste your ad to Backpage since it’s free and easy to use.

To be fair, you will not get a ton of traffic from each and every one of the above event listing sites, as the competition for eyeballs can be fierce, especially on larger sites like Craigslist and Eventbrite. However, it’s free (or mostly free) and easy to list on them, and if you’re going to create a listing on one, you might as well copy and paste the listing on all of them. You never know where your audience might stumble upon your event listing.

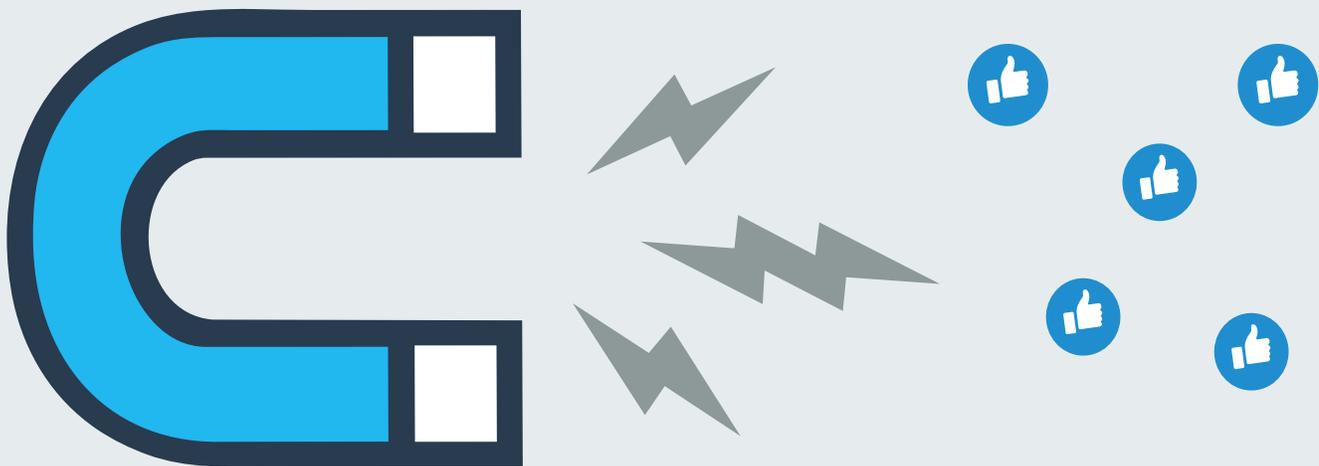


## SOCIAL MEDIA OUTREACH

By now, social media needs no introduction. Hugely popular sites like LinkedIn, Twitter and Facebook are where much of the world communicates with each other online, personally and professionally. But if you haven't paid attention lately, social media has also matured into a powerful marketing channel. There are 1.65 billion active mobile social accounts globally with 1 million new active mobile social users added every day (Source: [Ambassador](#)). It would be a shame to not take advantage of these platforms to enhance engagement and reach new audiences.

**Important:** before you post your first status update on Facebook or craft your first tweet, start your social media efforts by creating a hashtag for your event. This is critical to do at the very beginning of your marketing campaign because you will want to add this hashtag on as many channels and pieces of content as you possibly can. So you need to create a catchy, easy to remember hashtag and remain consistent in how you write and use it. A good hashtag, when leveraged effectively, can serve to make your overall event marketing strategy cohesive and comprehensive.

#SavvyStrategies



## Facebook

Create an event on Facebook and promote it on your business page. Be sure to create an eye-catching cover photo for your event page with a resolution of 1920x1080 pixels that evokes a feeling of excitement. Having a visually appealing photo helps your event listing stand out in your audience's News Feed and encourages attendees to share it with their networks.

**Set a Facebook Ad Budget.** Invest in targeted Facebook ads to spread the event page like wildfire. The best practice here is to start by advertising to your already established network using Custom Audiences first. If budget permits, create Lookalike Audiences (i.e. audiences that have similar characteristics to and behave like your established network) and serve them ads to expose your event to new audiences. For more tips on how to create an event on Facebook and use Facebook ads to promote your event, [click here](#).

**Find Related Facebook Pages and Groups.** A great way to increase the reach and attendance of your event is to send invitations to specific Facebook pages and groups that are related to the topic via private message or a comment on one of their popular posts.

You can target groups of people outside your friends list by promoting your event in Facebook Pages and Facebook Groups. Here's how:

1. Once you've logged in to your Facebook account, find the search box on the top of the page and enter a keyword or set of keywords that best describe the type of group you wish to join. For instance, if your event is about new yoga techniques, you can try searching for "Yoga" or any related keyword about yoga plus location if you want to be more specific, such as "Yoga California."
2. At the top of the search results, you'll find tabs for different types of results: Posts, People, Photos, etc. Click on "Groups" to find Facebook Groups related to your keyword. Learn more about each group by clicking on their page. If the group seems relevant, click the "Join Group" button to send a request to be added to the group. If the group is an "Open Group," you can post about your event immediately after joining. Otherwise, you will have to wait for a group administrator to accept you. Either way, you should read the group guidelines before posting (some specifically prohibit promotional posts). Also, you should NOT spam the group by posting your event listing over and over, nor should you post if your event is completely unrelated to the group interest.

## Twitter

Send Twitter invites either via public tweet or send your followers a private direct message inviting them to the event. Asking your followers to retweet your post is also an effective way to expand and increase your reach.

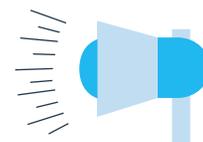
**Target the Right Users.** You want to be sure that your message is reaching the right audience. Use [Twitter Advanced Search](#) to find people who are interested in your topic or live nearby if it's an in-person event. Mention them in tweets about the event or tweet to them directly with a friendly invite.

**Tweeet!** Unlike email, most tweets are missed as they flow through the social streams of your audience. So tweet early and often. Here's a list of the types of tweets you could send before the event. Many of these tweets can be scheduled far in advance, using tools like [Hootsuite](#) or [Buffer](#):

- Registration opens
- Early-bird registration is ending soon
- Countdown: "Just X days until the event!"
- Reminder of time and location
- Thank your sponsors (be sure to mention sponsors by name and Twitter handle)
- "Just saw @JaneSmith's presentation. Wow!" (mention speakers by their Twitter handle)
- "See you at the event!" (mention registrants)
- Thanks for sharing, posting and re-tweeting (mention anyone who shared)
- Tweets with a testimonial or quote about a speaker (find these on LinkedIn)
- News articles or press releases about your speakers
- Tweet to the pre-event blog post using a quote from the interview (mention speaker)
- "Thanks for registering! See you there!" (mention registrants, especially social media influencers)

**Important:** While crafting these tweets, be sure to write one tweet that you can pin to your profile with all the info and a link to your event page. Pinning your tweet ensures that it will always be seen by those looking at your Twitter profile.

**Follow, Follow, Follow.** While sending these tweets, follow a few people who may be interested in your topic. When you follow someone, it is more likely they will check out your page where they will then see the info about your upcoming event. It's best to follow people when you have a compelling event promotion tweet at the top of your stream (hence, the importance of the Pinned Tweet).



## LinkedIn

Through your LinkedIn Events Page, you have the ability to share your event and promote it on LinkedIn, Twitter and Facebook.

**Use Groups to Your Advantage.** In designated groups, you can start talking about your event, or even better: ask someone in your network to do it for you. Remember that it is always better to be introduced than to introduce yourself! Your job then becomes commenting or bringing value to the group to create a dialogue and increase interest organically.

Doing this regularly (without exaggerating or being overly promotional) increases the chance that your discussion surfaces to the top of the group's LinkedIn feed, giving the event even more visibility. Some members receive weekly (or even daily) digests of the group discussions. These digests can benefit you as well. Set up a group specific to your event so interested parties can find additional details and ask more questions!

**Post Status Updates.** You can post status updates on your profile easily. This will not only keep your 1st degree network well informed, but it can also give that extra boost to people who are still hesitant to register. On top of that, with your LinkedIn Company Page, you can now add status updates that will be visible to all of your Company Page followers.

**Leverage Your Personal Network and Attendees.** Another great way to leverage your network is to invite attendees and others in your network to promote the event for you. Simply dare to ask! When you choose to share an event on LinkedIn, you can send a direct message about it to any of your connections. When sending any of these messages, always keep in mind that a concise, personalized message is received better than a cookie cutter message!



Content is fire, social media is gasoline.

Jay Baer

**Word of Mouth.** Now you can start asking people in your network to send a message to their connections or to post a status update about your event. Imagine the multiplying effect! Of course, you could ask the registered attendees to do the same. Suggest that they incorporate your event through the LinkedIn Events Application on their profile as well. At a minimum, encourage (potential) attendees to click the “I’m Attending” button on your LinkedIn Events Page in order for it to show up as a status update in their respective LinkedIn connections.

**Bonus tip:** want to increase the chances that they’ll actually share your message with their network? Write it for them! Craft a short, sweet message with a link to your event and encourage your connections to copy/paste the message as a status update on their page.

**LinkedIn Ads.** Running targeted ads on LinkedIn is an effective way to promote your event. First, decide how much of your budget you want to allocate then use the LinkedIn Ads Tool to target the right audience based on keywords, interests, job titles, or other criteria. To create a targeted ad campaign in collaboration with LinkedIn check out <https://business.linkedin.com/marketing-solutions>, and drive attendance to your event!

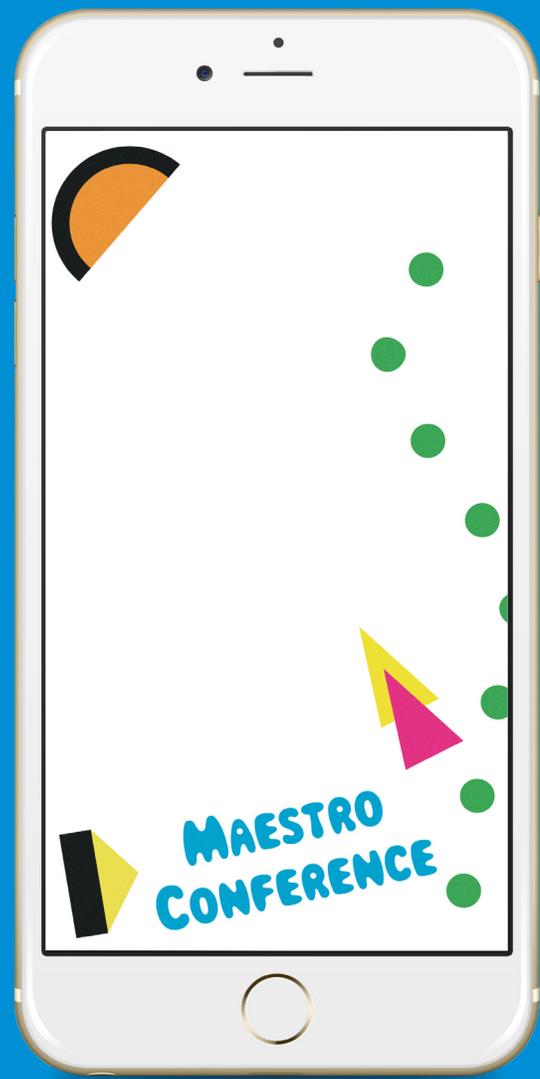
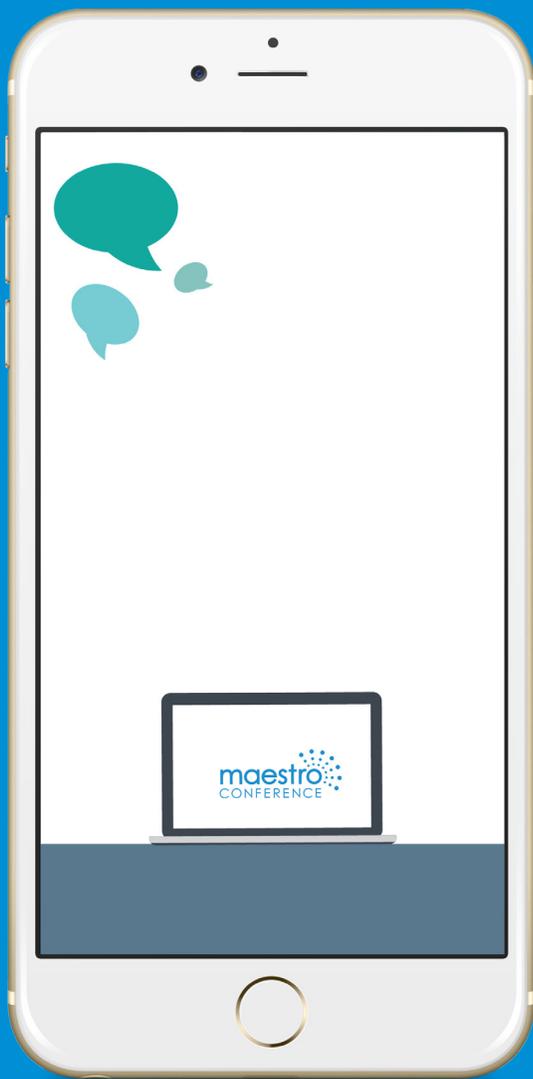
## Snapchat

**Snapcodes.** Create a distinct snapcode to link back to your event registration or main page. A snapcode is a unique, scannable code that allows users to simply focus their Snapchat camera on the code and add a friend, or in the case of your event, they could be taken directly to the webpage that you link it to i.e. the conference registration page or event schedule. Add your unique snapcode anywhere and everywhere—use it as the profile picture on all of your other social media accounts, send it to your email list, add it to your conference’s website and include it on your printed schedule. To learn more about the do’s and don’t’s of creating a snapcode, head to: <https://support.snapchat.com/en-US/article/create-a-snapcode>.



**Geofilters.** Creating a geofilter for your event is a fun way to get your attendees involved and promoting your event without even realizing they are doing so. Geofilters can be completely customized to fit whatever your visual and timeframe needs are. To learn more about the guidelines to create a successful geofilter, check out:

<https://geofilters.snapchat.com/submission-guidelines>.

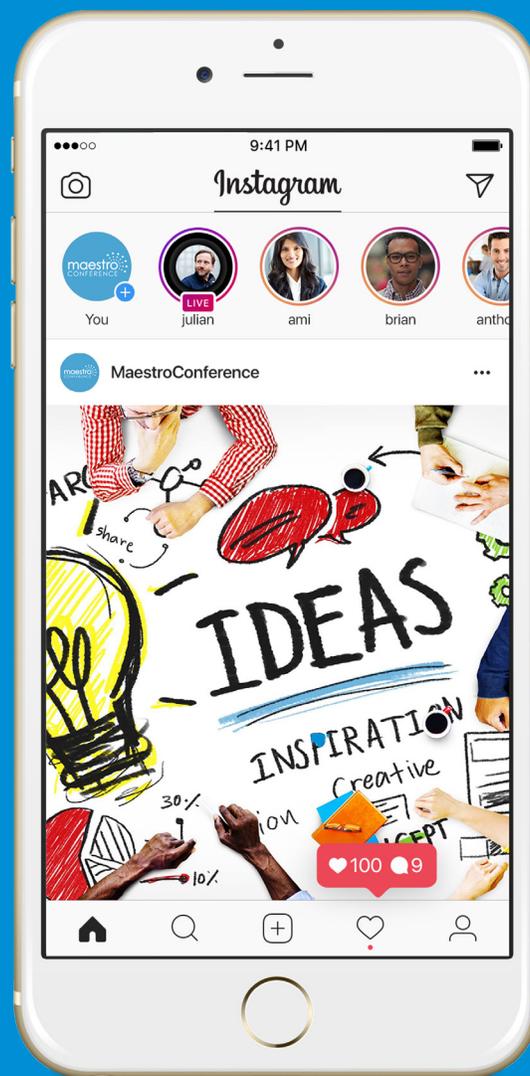


## Instagram

Instagram can be a great way to share information about your event in a visual way. Upload a video or a cool image with a witty caption that draws the user in and makes them want to learn more (don't forget to add your hashtag).

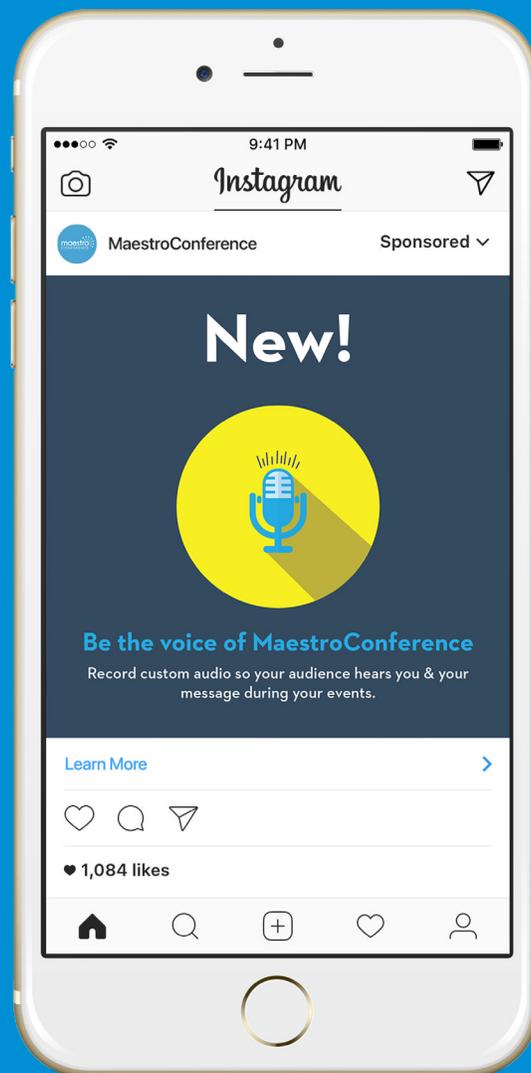
**Important:** Put a link to your event registration or main page in your profile bio so that those who are interested can visit your website or event page.

**InstaStories.** Instagram [recently introduced](#) Instagram Stories, a new feature that lets users share multiple photos and videos throughout the day. InstaStories can be used before the event to give your invited audience a sneak preview of what they can expect at the event. For example, your InstaStory can start with a picture of your event invitation, followed with a short video interview with your keynote speaker, then pictures and videos of the venue before, during and after setup takes place.



InstaStories can be used during the event to encourage your attendees to engage with you, the speakers and each other. Attendees can use the location and hashtag feature to show where they are and what they are doing. This is a unique way to have them participate in and interact with the event while also spreading the word about what's going on to their personal networks.

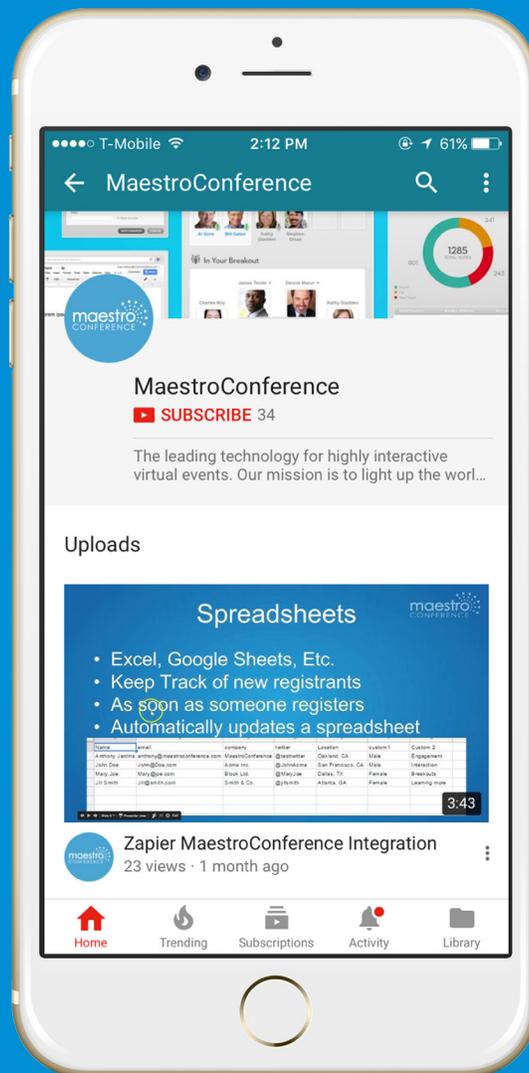
**Instagram Ads.** Make sure your content reaches more of your audience by investing in Instagram Ads. Simply create the content you would like to publish and then figure out the budget and timeframe that you would like the ad to run and you're all set. Instagram provides a variety of targeting tools to help you get the most out of your ad, including demographic and geographical targeting. For more info on how to use Instagram ads to promote your event, head here: <https://business.instagram.com/advertising>.



# YouTube

**Add Video Everywhere.** If you have a lot of great video content, then YouTube is a great channel to promote your event. Post interviews with the speakers and embed these videos into your various other social media platforms as well as emails that you send out before the event. When you write your pre-event blog posts, be sure to embed a video or have a link to your video within the blog.

**Video Ads.** Figure out where you and your event fit into the ecosystem of YouTubers and place some ads accordingly. Does your keynote speaker have their own YouTube channel? Promote your ads within their channel. Does your audience have a common interest? Find out what their interest is, look for the most popular channels about that interest on YouTube, and place ads within those channels.



## PROMOTE TO YOUR EMAIL LIST

Send an event invitation to your email list or a segment of your leads and customers.

Consider sending an email on weekends. Since few companies do it, open and clickthrough rates may be higher. When potential attendees see your invite on a weekend, they may feel less pressed for time and therefore more willing to read about why your event will be so awesome. They may also be in a social mood and even invite a friend!

**Tip:** Video thumbnails in emails can improve clickthrough rates. Incorporate a clickable image of a video interview of one of your speakers in the email to add intrigue.

### Pre-Event Email Sequence

1. Plan to send a sequence of marketing emails regardless of event size. For larger events, start the sequence farther in advance to announce the speaker lineup and early-bird registration discounts.
2. Be sure to email just before the early-bird discount ends, and again as the date of the event approaches.
3. Finally, send an email a few days before the event with reminders of time and place for registrants and a final pitch for last minute registration.



## PROMOTE ON YOUR WEBSITE/BLOG

Add a call to action button leading to your event landing page in prominent places on your website, such as your homepage. Write a few blog articles relevant to the event topic and include a call to action guiding the user to register for the event to learn more.

**Write a Pre-Event Blog Post.** A blog post about your event is more effective if posted at least a few weeks in advance. This post could include an interview with one or more of the speakers. [Email interviews](#) are an efficient way to produce content quickly. Simply send a list of questions to the speaker and include the responses in your post. A link to this post should be included in the email campaigns mentioned above. For an additional boost, send the finished blog post to the people you interviewed and ask them if they'd share with their email list or social channels.

**Invite Speakers to Write Guest Posts.** Speakers will recognize that although this takes a bit of time, there are SEO and social media benefits to guest blogging. If they do write something for you, encourage them to share that content with their networks.

## SUBMIT TO MEDIA AND INDUSTRY WEBSITES

**Local Media Outlets.** Many media sites, especially the hyper-local news sites, let you post events. Find these sites through a simple Google search for "event calendars" in your city. Most of them are free to post, so add your listing to as many local sites as you can find.

**Industry Associations.** Depending on how relevant the event is to their audience, industry and trade associations may also allow you to submit information to be promoted. Chambers of commerce are often happy to promote events relevant to their members, especially if the organizers are members themselves.

**Alert the Press.** Contact local press to extend an invitation to cover your event. You could also set up an interview with a speaker. Graciously communicating with members of the press could bring your event positive coverage!



## SEO IS YOUR FRIEND

**Target a Keyword.** Always make sure your target keyword is relevant to your event. It should combine the event topic, the word “event,” and the name of your city, if applicable. For example: “orthodontist event Tulsa,” “campfire safety event Charlotte” or “vegan cooking event Chicago.” For tips on finding more specific keywords, take a look at this post: [How to Research Keywords](#).

**Title Tags and Headers.** Use a title tag and header that include your target keyword. In the title tag, it’s best to keep it in the order of keyword followed by the name of the event. This helps indicate relevance to Google.

**For example:** An event for veterinarians in Texas may benefit from a website with a title tag such as “Veterinarian Event in Dallas – PetCon Dallas.” Invite speakers to write guest posts.

**Search-Friendly Description.** The event page should have a detailed event description, which includes the keyword several times. If your description is on the longer side, try breaking it up into short, concise paragraphs. Use proper formatting including headers, sub-headers, internal links, etc. You can find more advice on this [SEO checklist](#).

**Linking.** [Internal links](#) are important for search engine rankings. Make sure to include a link to the event page from other pages on your site including older blog posts. This will not only guide visitors to the page, but also help search engines know that the page is relevant.



# 02

## The Final Countdown

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Five days to 24 hours before the Event.



Time, energy and talent can be more important than budget.

**Scott Harrison**

Found and CEO, charity: water.

The final stretch of marketing right before your event can easily be the most stressful time if not approached the right way.



According to a [survey by Eventbrite](#), if your event is free, you may expect up to **50%** of your registrations to happen either the day before or the day of your event.



If your event is not free, you may expect up to **20%** of your registrations to happen either the day before or the day of your event.

With this in mind, it becomes vitally important to reach out to those that have already agreed to attend your event and raise excitement with them while also reaching out to potential attendees that may still need a little push to register.

## Final Email Blast, Social & Blog

Your final blog posts, social media updates and emails should now take on a more urgent, sales-focused tone. You've spent the past few weeks or months building up a relationship—now is the time to be super clear with your direct calls to action and convert your long-term strategy into registrations or ticket sales.

## Attendee Referrals

This is a frequently missed opportunity. Many organizers focus solely on bringing in new attendees, forgetting that they have a potentially killer marketing tactic at their disposal—those who have already been convinced of your event's value and registered their interest by purchasing a ticket. Why not reach out to your existing attendees and incentivize them to promote the event on your behalf? Word of mouth is consistently shown to be one of the most powerful and effective marketing tactics. You could even offer them referral fees if they become an affiliate, which is [easy to track and manage with sites like Eventbrite](#).

## Influencer Outreach

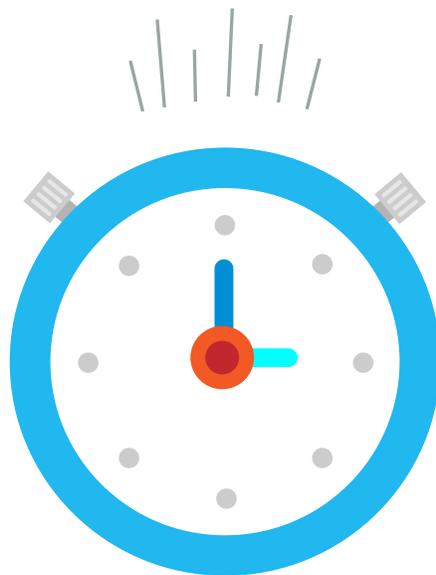
If you're looking to fill a few last-minute spots or get the word out in a noticeable way, then influencers could be your best shot. While it's also advised to contact them at the start of your campaign, it's good to keep in mind that they have busy schedules and may not be able to commit in the early stages. If they weren't available then, now might be the time to re-engage them and, if they are free, they'll no doubt appreciate the invitation and may repay your generosity by telling their network about the event.

## Give Them a Call

Employing telesales teams can be expensive, and only effective if you've got a great inbound marketing program to support them with lots of fresh, warm leads. However, that doesn't stop you from picking up the phone yourself! If you've noticed that a few of your targeted attendees or some of those pre-registered leads have still not bought a ticket, why not give them a call? See if there's anything you can help with or if they have any questions you can answer. It doesn't have to be a hard sell, but it's much harder to ignore a phone call than it is to avoid an email or one of a thousand tweets on their timeline. You'll probably find it's a relatively time-intensive but effective way of securing a few more last minute sales.

## Remind Registrants

Some people will register for your event far in advance and forget that it's approaching. Be sure to remind them about the event by scheduling a few email reminders as the event approaches. In addition, it is generally common practice to send a final reminder 24 hours before the event starts. If you are using a [conferencing software](#) to manage and host your event, the system should already include multiple automated reminders.



# 03

## During The Event

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The marketing of your event does NOT stop once the event starts. There are still ample opportunities to continue promoting your event throughout the entire agenda.

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Whatever you do, do it well. Do it so well that when people see how you do it, they will want to come back and see you do it again, and they will want to bring others and show them how well you do what you do.

Walter E. Disney

Live tweeting during events is a huge opportunity for engagement. Registrants will be watching the event hashtag, so fill that stream with interesting content. Use this time to provide live-streaming options that not only reach event attendees, but also engage potential audiences who discovered your content online.

## Live Tweet

Listen for juicy nuggets in conversations and in presentations and tweet them out to your audience. Mention the person who said it in your tweet (again, using their @twitter handle) and don't forget to use the event hashtag.

## Share Pics and Videos

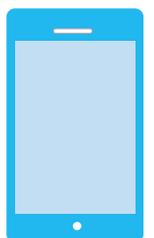
Take pictures of people, speakers and attendees and share them on Twitter in real time. Smartphones make this easier than ever. Again, be sure to mention people and post everything with your hashtag..

## Provide Networking Areas

If it's an offline event, having a networking area at your event is a great way to encourage attendees to interact with one another on a deeper level between sessions. Have your presenters mingle in these areas during their down time, as this gives the attendees the opportunity to ask more questions.

## Enable Audience Participation

Take advantage of social media activity and set up screens and monitors with live tweets, statistics, and data. Using an interactive tool like [sli.do](https://sli.do) enables attendees to ask questions and participate in polls with their mobile devices while sitting in the presentation. More interaction between presenters and attendees results in more engaging conversation and a more memorable event!



# 04

## Post Event

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The end of the event isn't the end of the event marketing cycle, it's an opportunity to increase the ROI of the event you just had while also serving as the marketing springboard for future events.

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Accept the challenges so that you can feel the exhilaration of victory.

George S. Patton

You've just delivered value to your audience, now it's time to ask for a favor in return. Subscribe to your blog, join your newsletter, sign up to receive announcements on future events, refer you to a friend—these should be some of the results you were hoping to achieve when you decided to launch an event. So ask your attendees and make it easy for them to help you by including a CTA (call-to-action) on everything you send after the event.

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## Blog Post

Event recap blog posts are often easy and fun to write. Post them on the event site or submit them as a guest post to a relevant blog, local or industry/association website. They can include all kinds of relevant content. Bonus: if you've already scheduled the date of your next event, mention it in your blog posts (this could be your CTA).

**Summary of Presentations.** These summaries can include quotes of positive feedback from a follow up survey.

**Gallery of Event Photos.** Ideally, these galleries are embedded into the event site or recap blog post using a tool such as [Flickr](#). This way, you'll be sending traffic to your site, rather than a photo sharing website.

**Speakers' Presentations.** As with the photos, it's ideal if the presentations are embedded into the event site or blog post using a tool such as [Slideshare](#).

**List the "Top Tweets" from the Event.** This can include any tweets from your event that had a high level of engagement and/or positive feedback. These are easy to find if you used an event hashtag. It's even easier with [Storify](#).

**List the Speakers, Sponsors and Attendees.** [List.ly](#) is a very social way to build lists and embed them into a website. A list of this nature can help attendees connect with each other after the event to really get the most out of the networking benefit from them attending your event.

## E-mail

The email follow-up to registrants is a way to say thank you, share important links and keep a bit of buzz going.

**Link to a Survey.** Surveys are a great way to get feedback, but they're also a way to [gather testimonials](#) that you can use for future events.

**Link to Post-Event Blog Posts.** Since you've already gathered up your best content and posted it online, linking to these posts in the emails should be easy.

**Invite Registrants to Follow You on Social Networks.** Some of your registrants may not follow you yet. Never miss a chance to promote your social media accounts!

**Invite Registrants to be Notified of the Next Event.** Some of your registrants may not be subscribed to receive emails and invites yet. Include a link to your [email signup form](#) to grow your list and boost your email marketing.

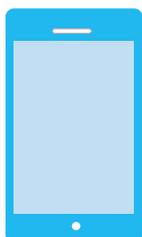
## Social Activity

Now it's time to share stories, say thank you and stay connected. Here are some social media activities that can help.

**Thank You Tweets.** Show your gratitude after the event by thanking the speakers, sponsors and attendees in follow-up tweets and blog posts. This is great for networking.

**Post Photos.** Put a few of your best photos on Facebook and Google+. Be sure to tag and mention people.

**Keep Sharing.** In the days after the event, keep an eye out for tweets, mentions and blog posts from others. Hopefully, your event hashtag makes this easy. When you see these mentions, share them!



## CONCLUSION

The event marketing industry is constantly evolving, which means it's more important than ever to stay current on new strategies being used to find and reach bigger audiences. Once you've found them, start inviting people to engage with you well before your event even happens.

Whether you have one month or one year to develop a marketing plan, the difference between a good event and a great event for your brand will ultimately be determined by the amount of time, energy and creativity you put into getting people to register and attend.



## CONTACT US

Want to find out how you can host engaging, interactive virtual events that are worth marketing to your audience? **Click here to schedule a demo** and find out how MaestroConference's technology has helped leading organizations and forward-thinking brands like The White House, Airbnb, Stanford University and MoveOn.org host virtual events that attract an audience and deliver results.

Register for a free trial account at [MaestroConference.com](https://MaestroConference.com)

Email [sales@maestroconference.com](mailto:sales@maestroconference.com)

Call us at +1 877 414 1515

## **SOURCES:**

[How to Setup and Promote Your First Marketing Webinar](#)

[Event Marketing 101: The 3 Stages to Event Promotion](#)

[Event Marketing Strategy: Timeline, Template and Tactics](#)

[The 3 Stages of Event Marketing](#)

[16 Best Practices for Marketing Your Event](#)

[How to Market an Event: 50 Event Marketing Tips](#)

[5 Tips for Promoting Your Event Using LinkedIn](#)

[6 Easy Ways to Increase Attendee Interaction](#)

[5 Innovative Ways to Enhance Attendee Interaction at Your Event](#)

[21 Social Media Marketing Statistics You Need to Know in 2017](#)