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12 Pointers for Leveraging Events in Marketing Campaigns

1. Leverage the post-pandemic demand for in-person interactions:

Capitalize on the increased desire for face-to-face connections after years of pandemic restrictions. Events now have the potential to engage audiences more profoundly than before.

2. Combine online and offline events for synergy: Use a mix of in-person and online events to maximize reach and engagement. This approach offers flexibility and caters to a wider audience, enhancing the impact of your marketing efforts.

3. Select the right topic: Choosing a relevant and appealing topic is critical. Test different themes with your audience to find what resonates most, considering market demand and audience preferences.

4. Understand audience preferences: Determine whether your audience responds better to addressing pain points or showcasing potential gains. Use this insight to tailor your event's focus and marketing strategy.

5. Optimize ad strategies: Carefully plan your advertising campaigns to attract attendees. Consider direct marketing for events and two-step registration processes, using lead magnets to build interest and gather a targeted audience.

6. Ensure high attendance rates: Utilize strategies like targeted reminder ads, confirmation calls, or emails to increase the likelihood of registered participants attending the event.

7. Offer VIP options for free events: Introducing a VIP tier for free events can help cover costs through upselling while providing an exclusive experience for a segment of your audience.

8. Focus on benefits, not just logistics: When marketing your event,

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emphasize the benefits and outcomes for participants rather than just the event details. People are more motivated by what they can gain or learn.

- 9. Utilize post-event engagement:** After the event, engage with attendees to maintain interest, gather feedback, and promote future events. This can help build a loyal community and improve future event planning.
- 10. Run tests and collect data:** From ad performance to topic interest, continuously collect and analyze data to refine your event marketing strategies. This approach helps in minimizing risks and maximizing the effectiveness of your events.
- 11. Tailor your approach based on event type:** Adjust your marketing and operational strategies based on whether your event is in-person, online, or a hybrid. Consider factors like cost of acquisition, show-up rates, and logistical challenges specific to each type.
- 12. Create an experience worth sharing:** Focus on delivering valuable content and engaging experiences that encourage participants to share with their network, amplifying your event's reach organically.

By following these guidelines, you can effectively integrate events into your marketing campaign, leveraging their unique ability to build connections, engage your audience, and drive business results.

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