

# Event Marketing Best Practices

Take your events from 'meh' to memorable with these best practices

Event marketing is more than just organizing an event; it's also about crafting a journey that captivates attendees, builds brand loyalty, and leaves a lasting impact. Utilize these best practices to elevate your event marketing — before, during, and after your event.

Do you want to generate leads, build brand awareness, or engage with your audience? Having a clear set of goals will help guide your decision-making process, identify key metrics to monitor, and stay focused.

01

## Set Clear, Defined Goals

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## Leverage Influencers and Partnerships

Collaborate with small businesses, industry experts, or organizations that align with your brand values. Co-marketing initiatives, cross-promotions, and shared resources will help expand your event's reach.

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## Know Your Audience

Define who your ideal attendees are and tailor your event to their interests, needs, and preferences. This will help guide your marketing strategy, allowing you to select the right channels to reach them and craft messaging that resonates.

Encourage attendees and participants to share their thoughts and photos on social media using event-specific hashtags. This increases your event's exposure and creates a sense of community and engagement.

07

## Encourage User-Generated Content

Meet potential attendees where they are by utilizing a variety of marketing channels to maximize your event's visibility. Leverage social media, email marketing, website promotion, blogs, online ads, and traditional media to create buzz and attract attention.

03

## Utilize a Multi-Channel Approach

Engage attendees before, during, and after your event

Create buzz before your event by sharing teasers, photos, and exclusive content. During the event, encourage attendees to share their own content. After, follow up with attendees and sponsors to express your gratitude and gather feedback — use this to improve future events and maintain relationships.

04

## Leverage Event Technology

Event management software can help you manage registration, ticketing, and attendee tracking. This will make the planning process more efficient, saving you time so you can focus on other aspects of event planning.

Gauge the success of your event marketing efforts by tracking key metrics and analyzing the data collected such as registrations, engagement, social media reach, and post-event surveys. This will help you identify ways to improve future events.

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## Measure and Analyze Your Results

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## Build an Email List

Provide a way for your website visitors to subscribe to event updates and newsletters. Regularly communicate with your subscribers by sharing updates, sneak peeks, and exclusive offers to keep them engaged and excited about attending.

Whether you're organizing an online webinar or an in-person event, nailing down some best practices can make all the difference in creating a successful and memorable event.

Learn more about events:

[constantcontact.com/event-marketing](https://constantcontact.com/event-marketing)

