



# Omni-channel events guide

Set your event up for success



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# Event marketing to build up your organization

Getting the word out about your organization is an everyday job. To stand out in a fast-paced environment, you must ensure people commit your brand to memory. One of the best ways to get people invested is to host events that provide important information and value.

## What is omni-channel event marketing?

Now, we're sure you understand what an "event" is, but what about "omni-channel event marketing?"

**Omni-channel event marketing** is the method of using various marketing channels to promote a singular event or series of events. Omni-channel event marketing can include any combination of digital marketing elements, like email, social media, paid ads, and websites and landing pages, as well as offline or traditional marketing, like printed materials, tv and radio spots, phone calls, and word-of-mouth marketing.

### Types of event marketing

While there are countless types of event marketing, there are a couple of key ones we want to emphasize:



Events for building awareness and loyalty



Educational seminars, workshops, and events



Conferences and trade shows



Nonprofit and fundraising events



Retail and shopping events

# Benefits of omni-channel event marketing

Spreading the word about your event on multiple channels gives you greater reach to generate a greater return.

1

## Grow your list

Omni-channel event marketing is a great way to grab new subscribers from multiple avenues. As you advertise your event across channels, you will be able to encourage people to join your mailing list, ensuring you have access to a list of consenting individuals eager to know more about your products and services.

2

## Build brand awareness

As people become exposed to your brand through different mediums (think social media, email, and traditional marketing), they are painting a picture of your brand in their heads. Over time, and as they see more content, they get a more holistic view of what you and your brand are about. The clearer the picture, the more likely they will become loyal customers or members.

3

## Direct traffic to your website and social media channels

Another great reason to promote your event on multiple channels is that you can direct traffic from one platform to another, helping to do what we already discussed: growing your list and building brand awareness. While you might not have enough real estate on social media to cover everything you want in terms of products and services, you can direct people to your website to expose them to more content.

4

## Improved experience

By speaking about your event on various channels, you are improving people's experience. Customers or members won't have to worry if they miss out on important information if they don't follow you on every channel — you're meeting them where they prefer to be. Plus, you'll find that you have a more diverse range of people interested in your event.

5

## Insights for future campaigns

As you advertise your event across email, social media, and even traditional forms of marketing, you'll be able to gather invaluable information about your audience and what kinds of content they gravitate towards. You will also be able to see what content and platforms could yield better results with some tweaking, and post-event surveys will tell you all you need to know about how people found out about your event in the first place.



# Creating goals and measuring success

For your omni-channel event marketing campaign to be successful, you'll need to set some goals to strive towards. To develop those goals, use the SMART goal framework: SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound. The goal(s) you create for your event marketing campaign will drive the kinds of content you create.

## SMART goals:

- ✓ **Specific:** What are you trying to achieve?
- ✓ **Measurable:** What data will you collect to measure your success?
- ✓ **Achievable:** Is your goal possible?
- ✓ **Relevant:** Does your event goal align with your broader marketing goals?
- ✓ **Time-bound:** What's your timeline to achieve your goal?

Some key performance indicators to help you measure the success of your omni-channel event marketing campaign are:

- Event sign-ups
- Website visits
- Event attendance
- Shares/mentions of event information
- Ticket revenue
- List growth
- Social media following and engagement

## Omni-channel event marketing goal setting

Event name

Event date

What are you trying to achieve?

What data points will you use to measure your success?

How will your omni-channel event marketing goal align with your broader company goals?

What's your timeline for achieving your goal?





# Promoting your event

Once you understand the goal of your omni-channel marketing campaign and have determined how you will measure your success, it's time to figure out how you will create a multi-channel marketing plan.

## Marketing through email

Email is one of the most tried and trusted ways of getting your message out to your audiences. Even with the advent of social media, people still use email and are willing to give their email addresses to companies they are really interested in. According to our [Small Business Now Report](#), 34% of consumers are likely to purchase products or services advertised via email.

Use email marketing as a channel to engage, inform, and delight your attendees before and after your event.

### Types of email content to help you market your event:

- Event registration email
- Reminder email(s)
- Follow-up emails




## Marketing through social media

Social media gives you a lot of options when it comes to content type and demographic reach. Nearly everyone is active on one or more social media platforms, so depending on your target audience, you can pick and choose which platforms are best to disseminate your content.

### Types of email content to help you market your event:

- Photo carousel showing off the elements of your event
- Engaging design/graphics that embody your event
- User-generated content like shares and mentions
- Testimonials about previous, similar events
- Video teasers

### Quick tips for a successful event marketing plan:

-  **Create** an event registration form and landing page
-  **Publicize** your event through email marketing and social media
-  **Remember to promote** your event before and after it happens

# Promoting your event

## Offline marketing

Offline or traditional marketing avenues for events can include everything from cold calls to printed material to television spots. While digital marketing may be your first thought when advertising your event, don't underestimate the power of traditional methods and how they can work together with digital elements to support a successful marketing campaign.

### Types of offline content/methods to help you market your event:



- Posters, fliers, and other printed materials
- Word-of-mouth
- TV and radio advertising
- QR
- Phone calls
- Previous event participation
- Community outreach

## Post-event marketing

After your event is over, it doesn't mean there isn't more work to do. Post-event marketing is just as important as everything that comes beforehand. Use post-event marketing content and methods to help solidify the experience for your attendees and keep the momentum going for future events and interactions with your organization. Post-event marketing is also a good way to earn sales through product and service promotions included in event recaps.

### Types of post-event marketing content/methods:



- Surveys
- Email follow-ups
- Exclusive offers or discounts
- Video recaps
- Photo sharing
- Testimonials



# Email marketing tips for events

The perfect email can make magic happen. As you ponder ways to design an email or email series for your event, consider the following tips:

## **Segment your lists:**

As RSVPs for your event come in, create a segmented list to keep yourself organized for future communications.

## **Make it personal:**

Use dynamic input fields to include the subscriber's name so they feel special and connected to your organization.

## **Get creative with your subject lines:**

Think of your subject line as a mini advertisement. Think about what's going to get people excited enough to click. Be sure to avoid language, casing, and punctuation that could make your email look like spam such as all capital letters, excessive punctuation, or typos.

## **A/B Test:**

As you craft the perfect subject line, consider A/B testing (testing two different subject lines with different recipients) with a subsection of your audience to see what content drives more engagement. Once you have your results, you can make your big send.

## **Use an eye-catching design:**

No one wants to attend a party they think will be boring, so why would they say yes to an email whose design feels like a snooze? Keep your design on-brand and evoke the feeling of your event.

## **Create a clear call to action (CTA):**

Subscribers should know exactly what action you want them to take from reading your email and seeing your CTA.

## **People appreciate the reminder:**

There's nothing worse than realizing you missed the sign-up for an event you would have loved to attend. Make sure you are sending reminder notices when you still have space for event attendees.

## **Confirmation emails:**

Let people know their spot is saved for your event as soon as they've registered.

## **Post-event survey:**

This can be included in your follow-up or sent to event attendees only. Get the feedback you need to better understand them, their desires, and how to improve your organization and events for the future.

## **Follow-up emails:**

Everyone loves a recap. If people didn't get to attend your webinar, send a recording; if you had an in-store event, share the photos. Make sure to thank your attendees and non-attending subscribers alike.

## **Reminder emails:**

Remind them your event is coming up to keep them engaged and get them excited.



# Social media marketing tips for events

Use social media to get people interested in and excited about your events. Follow these tips to help you build a successful event campaign on your social networks.



## Encourage user-generated content:

Ask people to share your event link and invite their friends. Share photos and videos posted by your followers that mention your business and showcase your event.



## Create polls to gauge audience interests:

If you're trying to make a tough decision regarding your event, it never hurts to go directly to the source and ask your audience.



## Direct people to your website or landing page:

Use social media as a diving board to get people to engage with your other marketing channels and to subscribe to your email list.



## Invest in paid social media advertising:

If you have the cash to spare and want to make sure your target audience sees your content, consider investing in paid social media ads. Paid advertising lets you pinpoint the right viewer at the right time, boosting your engagement rates and helping you meet your goals.



## Show off your success:

During and after your event, make time to share content on social media. Live video, stories, and photographs will keep people engaged and generate intrigue for future events.



## Generate hype:

Use social media to get people excited about your event. Share testimonials before new product launches or share videos before an in-house demo/class. Get creative to get people in the know and eager to attend. Consider contests and giveaways to encourage people to sign up for your event.



## Collaborate with local organizations and influencers:

Getting the support of favorite organizations and trustworthy influencers helps to boost your credibility and give you a further reach for your event marketing efforts. Try to schedule guest posts or offer a social media takeover to an influencer in exchange for payment, products/services, or cross-promotion.

# Elements of a great event landing page

Building a great event landing page will help you attract event attendees, provide valuable details, and collect important information like name and email address.

## Branded elements:

Your event landing page should include your company or organization's logo, color, and design elements associated with your brand image. While you want to make your landing page unique and specific to the event you are planning, it's essential to make sure your audience has a consistent experience with your brand.

## High-quality imagery:

As the saying goes, a picture's worth a thousand words. The image elements you use to accent your landing page make a big impression on your audience. Select or create high-quality, informative, hype-worthy photos, designs, illustrations, and videos.

## Social proof:

Social proof includes testimonials, social media mentions, press releases, awards, and news features. Including social proof on your landing page will help you build credibility and trust with your audience.

## A strong call to action (CTA):

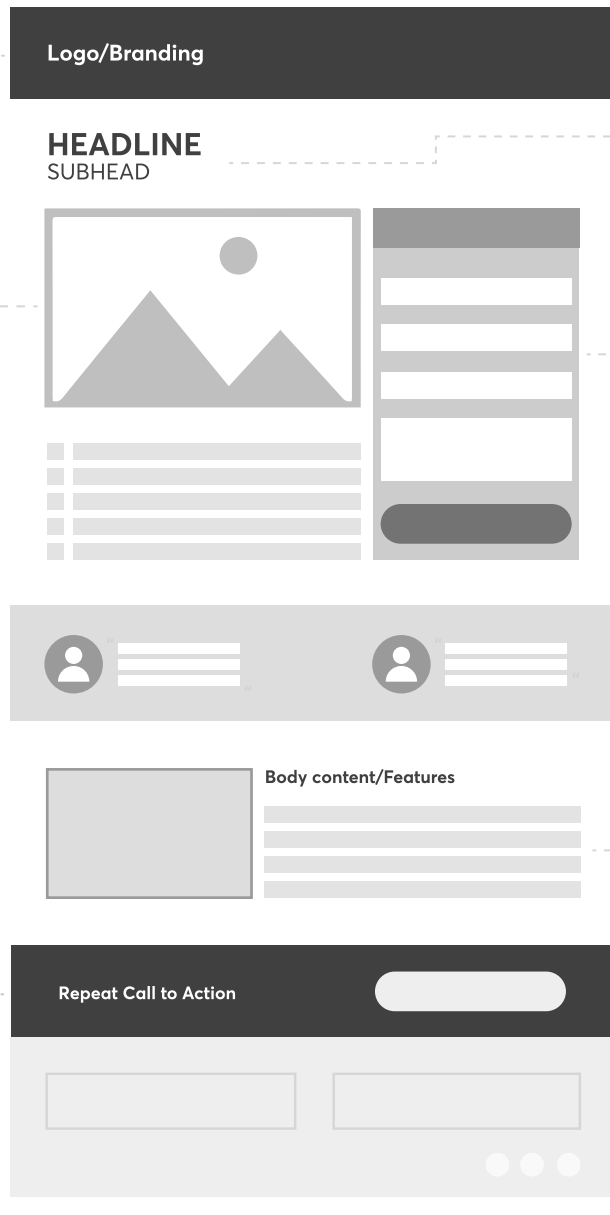
Your CTA directs your audience to take a desired action. Your CTA most likely instructs the user to RSVP to your event or sign up for your email newsletter for more updates. A CTA ensures your audience understands what you want them to do.

## Mobile-responsive design:

It's essential to make sure that as you build your landing page, you also optimize it for mobile devices. Much, if not most, of your audience, will likely access your event landing page via mobile device. Either way, your landing page experience for your audience should be high-quality and consistent between all devices and displays.

## Visually appealing design:

In addition to image elements, make sure you design the layout of your landing page to be easy to read and enjoyable to look at. Remember that design elements are also helping you to tell the story of your event. Think about how people want to consume your content—should you use a vertical or horizontal layout for a series of buttons, maybe you want to use a "Z" pattern for your content. When in doubt, templates are a great way to help you craft engaging landing pages.



## Compelling headline and subheading:

The headline and subheading you craft for your event landing page should entice the reader to flow down the page. Remember, like subject lines for emails, the headline and subheading of a web page are teasers to get the reader excited to know more.

## Lead capture form:

Ensure your form is easy to follow for your audience. Include fields for important information like name, email address, and other relevant information. Connect your lead capture form to your marketing management software to help you collect attendees and segment audiences for future communications.

## Engaging and informative content:

Your content is your chance to solidify your people's expectations and interest in your event. Ensure your copy informs the reader why you're hosting the event, what will happen, and how they will benefit from attending. Give your audience enough information to make an educated decision about attending your event.

# Omni-channel event marketing plan

Use this worksheet to put together your omni-channel event marketing plan

Event description

Event date

Target audience

Marketing goal

Marketing channels (email, social, landing pages, offline)

## Pre-event promotional content

Email

Social

Web

## During event promotional content

Email

Social

Web

## Post-event promotional content

Email

Social

Web

# Sample omni-channel event marketing plan

Here's an example of the types of information you might collect for your omni-channel event marketing plan

## Event description

Cooking class: learning to make chocolate souffle

## Event date

10/20/2024

## Target audience

20-60, foodie, cash to spare, singles, friend groups, couples

## Marketing goal

30 event sign-ups of 40-person maximum

## Marketing channels (email, social, landing pages, offline)

Email, Instagram, Facebook, Landing page, Fliers in a few local shops.

## Pre-event promotional content

### Email

Description of event, link to landing page.

### Social

Teaser video of souffle making.

### Web

Landing page

## During event promotional content

### Email

Attendance reminder.

### Social

Photos, Instagram stories, user-generated content.

### Web

Contest for the tallest souffle, winner gets a whisk.

## Post-event promotional content

### Email

Thank you follow-up email will include survey.

### Social

Post photos from event, photos of attendees and their souffles, testimonials, survey responses.

### Web

Add photos and video from class to landing page, add to the class section of our company website.



## Channeling success

You've read the guide and are ready to start marketing your company's events on all platforms. The first step to get you going is to sit down and decide what your goals are and how using a variety of marketing platforms will help you achieve them. You could lean on social media and email marketing to do the heavy lifting or sprinkle in some traditional marketing to cover all your bases.

**Strategize, start creating, and set yourself up for success with an omni-channel event marketing campaign at [constantcontact.com/event-marketing](https://constantcontact.com/event-marketing).**