

Research Assessment #16 (FP Research #1)

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Constant Contact. "The Ultimate Event Marketing Strategies Guide." *Constant Contact*, 9 Nov. 2023, www.constantcontact.com/blog/event-marketing-strategies/.

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Throughout the first semester, I based my research on marketing strategies and their effectiveness and did my original work centered around that theme. For my final product, I knew I wanted to extend my knowledge of strategies into my final work, and connecting to what my mentor does, event planning, and her area of expertise would be perfect. On my mentor visit with her on January 24th, I talked about my idea, and she bumped me to a brand new idea, which is I get to help plan and run one of her events at The Shops of Legacy. I am so honored that she is giving me such a big opportunity to help her, and I am so excited to learn more about event planning and marketing through this work process. Before diving into the event, I just wanted to do a brief dive into the summarized version of what event planning looks like to marketing and create a bridge from my original work into the final product.

Event marketing can be really anything a company plans as an activity, like a party for a special holiday or doing grand openings. While it is a great routine for bigger companies and shopping centers to have fun, scheduled events to help advertise specific things, it is most important for small businesses to get the word out. Talking to my mentor, by hosting her events, it helps others in the shopping center be seen and grow their customer base. Ways that help the business stand out is an email list being grown as people sign up to learn more about the business and grow a relationship, and encourages the ability to build up fundraisers.

While there are a variety of subsections of event planning, most of the goals are the exact same and have the same purpose in building them up. The main ones are building up awareness and loyalty, educational opportunities, conferencing, and pop-up shop events. A good example of awareness and loyalty is something like a restaurant providing samples at a larger scale event for attendees to sample, and allows people to try out your brand and see if they like it. By giving a sample to potential customers, it shows your welcoming attitude and ability to be compassionate enough to get down to customer level. An educational event would be like offering a special class to clients to preview what the morals are, and get an idea of how things run before getting locked in. conferences are almost the exact same, but could include something like a trade show where you are grouped up with similar brands to share expertise with one another. Pop-ups are another great way to win over people! From Sierra, including brands like Kendra Scott or a local business encourages people to come and see what other things are being offered.

Something I really liked from the article is the before the event SMART goals. They are Specific (what's being achieved), Measurable (data), Achievable (the goal at hand), Relevant (does it align with other goals), and Time-bound (timeline). I thought this is a good outline of how to make a successful marketing plan, and will for sure keep the SMART goals handy when I begin planning my event with Sierra. The next part of the article is a simple six step process to setting up a good event!

The first step of a good event is sharing the event with the media. This could be a newspaper circulation or on social media, but just find a way to share outward with new people. The next part is to socialize the event. This could be through influencers who have a large following, a live stream of the event to get people interested in the event, and getting positive publicity from the event-goers so others will feel inclined to come. The third step is creating

somewhere for people to leave reviews or see some opinions, whether that be on a dedicated post or an area of your company's website in order to create a landing page for clients. Next, once you gather emails from clients and anyone who is potential. Continue sending out emails to invoke excitement over the event and what is going to come with the event, and make sure to follow up with more notifications to ensure they come. The last two steps go hand in hand, but it is sparking the fear of missing out among the audience as well as making the event seem fun and actually pulling together, which combines all the previous steps mentioned above into one final thing that will seal the deal. These things can also continue on during the event, with the addition of checking in on the guests at the event and how they are liking it.

After the event. You must measure the event's success. Using the SMART goals as well as something else I learned previously and was reminded of in this article, Key Performance Indicators, which could be in the form of simple post-event surveys sent out to emails and phone numbers collected, seeing the number of people who attended the event, people who saw the media, and how much money was made. After the assessments, it is important to set future goals based on what did and did not work, and giving yourself credit for what was achieved.

Throughout this spring semester, I am excited to see this research come to life through working alongside my mentor, as well as putting my original work to good use and seeing how that work can go the extra mile.

What is event marketing?

Event marketing is the type of marketing a company uses to promote its products, services, or brand either through hosting or attending in-person or virtual events. Encompassing a whole range of event styles, event marketing can include everything from product launches to end-of-year events to classes and demos and can happen in-person or online.

Next up: Better event marketing with an effective welcome email.

Why is event marketing important for small businesses and nonprofits?

Event marketing is a great way to get the word out about your products and services as well as increase engagement with your current customers and potential customers.

Grow your email list

Events are a great way to get people interested in your business. When people sign up for your event or give their name and email on a sign-in sheet, you have concrete knowledge that they want to know more and that they have given their consent for you to communicate with them.

Generate sales and fundraising dollars

Fundraisers are definitely the most common and include a whole host of events and activities that drive donations. Runs, galas, phone-a-thons, etc.

Build customer relationships through one-on-one engagement

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Friend-makers don't focus on funds. They're about exposure and forming connections, they're about keeping people engaged. Examples of friend-making events include mixers, lectures, and info-sessions and giveaways.

Build brand awareness

Small businesses in other industries also benefit from hosting events. Think about it: when people sign up for your event or give their name and email on a sign-in sheet, they are letting you know that they are interested in your product or service. This means you know who to target your email and social media marketing to, and can receive instant feedback from customers.

As a small business or organization that wants to have an edge over the competition, it's important to be creative when promoting your products and services.

Next up: How to segment your audience and send targeted emails

Different types of event marketing

When it comes to the different types of event marketing, the ideas are endless.

There are a variety of event types that can be used in different industries to help you meet your

goals:

- Events for building awareness and loyalty
- Educational seminars, workshops, and events
- Conferences and trade shows
- Nonprofit events
- Pop-up shop events

Keep in mind any of these events could be held in person, virtually, or a hybrid of the two in order to accommodate the preferences of all of your registrants.

event marketing strategy copy planning

Before the event

This is the time when you decide on a goal for your event. Use the SMART goal framework to develop an event goal that's:

- 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?

Focus on what you want to achieve with your event. A couple of goals could be to increase revenue, get people to sign up for a consultation, or to educate the community on what you do and how your services can benefit them.

Once you have formulated your goal you can dig into planning your event. Think about the kinds of activities that will serve you and your audience. Create an event-specific marketing plan to keep you on track to achieving your goals and how you will promote your event.

1. Share your event with the media

A press release is a great way to get the attention of the people who can help you further your event goals. With a formal press release, you invite local media to be a part of your event. You can also spark the attention of influencers, new supporters, and brand ambassadors. This is especially great when the goal of your event is to spread awareness and invite influential people.

2. Socialize

Connect with local influencers, live stream, and publicize your event on social media.

1. **Influence:** Influencers hold a lot of power when it comes to directing attendees toward your event. Pairing with an influencer can make a huge impact by bringing in new followers and lending credibility to your business and events.
2. **Live stream:** This tactic allows you to have a direct interaction with your target audience and invite them in. Use this opportunity to give your audience a peek into what lies ahead and make a compelling pitch about why attending the actual event is something they don't

4. Create a landing page or dedicate pop-ups

Create a landing page or dedicate a pop-up form on your website so visitors can sign up to get more information. Make sure to craft a [call to action \(CTA\) that grabs the attention](#) of your audience and makes them want to attend your event. Reference this [blog](#) on how to build an [event website](#) to learn about all the [event details](#) to include.

5. Market your event using email

Create an email drip campaign for your event. Start with an [announcement email](#) to interest potential attendees and to direct them to your registration page. [Follow-up emails](#) should include [an email to generate excitement in your audience segment](#) that has signed up for your event and an email that seeks to interest the remainder of your general list that has yet to sign up.

6. Spark FOMO (Fear Of Missing Out)

