



# The State of EVENT MARKETING



## Executive Summary

Events are a valuable part of a marketing strategy, bringing you face to face with the people that matter most to your business. They can have a variety of goals and objectives: customer appreciation, lead generation, and product launches to name just a few. But with so much activity involved in hosting a successful event, many marketers are forgetting the basics for marketing the event to their potential attendees.

HubSpot and Eventbrite surveyed over 500 marketers who host and/or attend events in order to find out the current trends in event marketing as well as what makes an event appealing to an attendee.

In this report, we look at some of the key findings from our survey which will help you to better understand the trends in event marketing for 2014.



[Download our ebook](#) to learn more about targeting your event marketing to your buyer persona.

**65%** of marketers have not been able to increase their event attendance rates from last year.

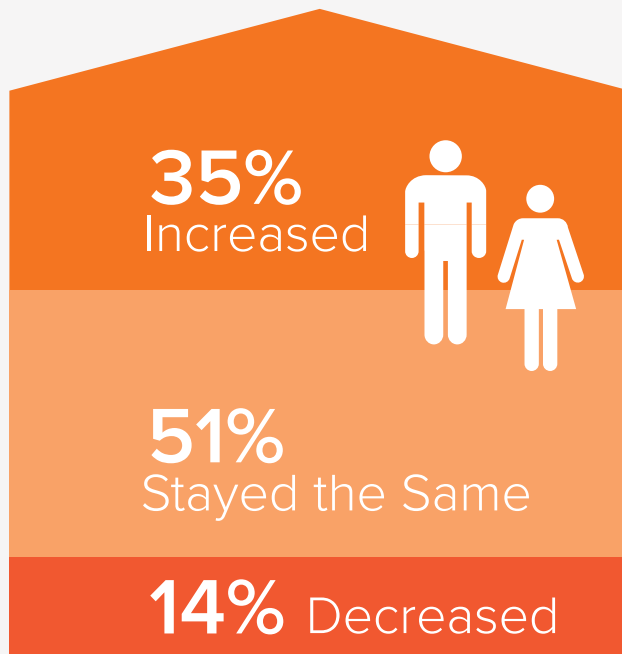


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## Marketers are **struggling** with event marketing.

Events are proving to be a struggle for marketers; 65% have not been able to improve their attendance rate from the previous year. This is a big percentage when you consider that 47% of marketers are going to *increase their events budget*, with 31% expecting to host 10 or more events this year.

### Has your attendance rate increased or decreased in the past year?



**84%** of marketers said that attending events is an important part of their job.



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## Do you feel that attending events is an important part of your job?

The good news for event marketers is that 84% of attendees we surveyed said attending events is an important part of their job. Most attendees we surveyed (79%) go to events to learn, with 75% citing events as a valuable source of content. These figures highlight how important the quality of event content is for the people in attendance.

With brand awareness and customer acquisition cited as the top two goals for events, it's important for marketers to find the balance between providing educational content, and promoting or selling their products at those events.



In today's fast-paced world, things can change on a nearly weekly basis. Getting out to events in order to learn what's new is *vital* for any forward-thinking business.

[Download our ebook](#) to learn more about creating content for your event marketing.

59% of marketers have no way to measure or track the ROI of their events.



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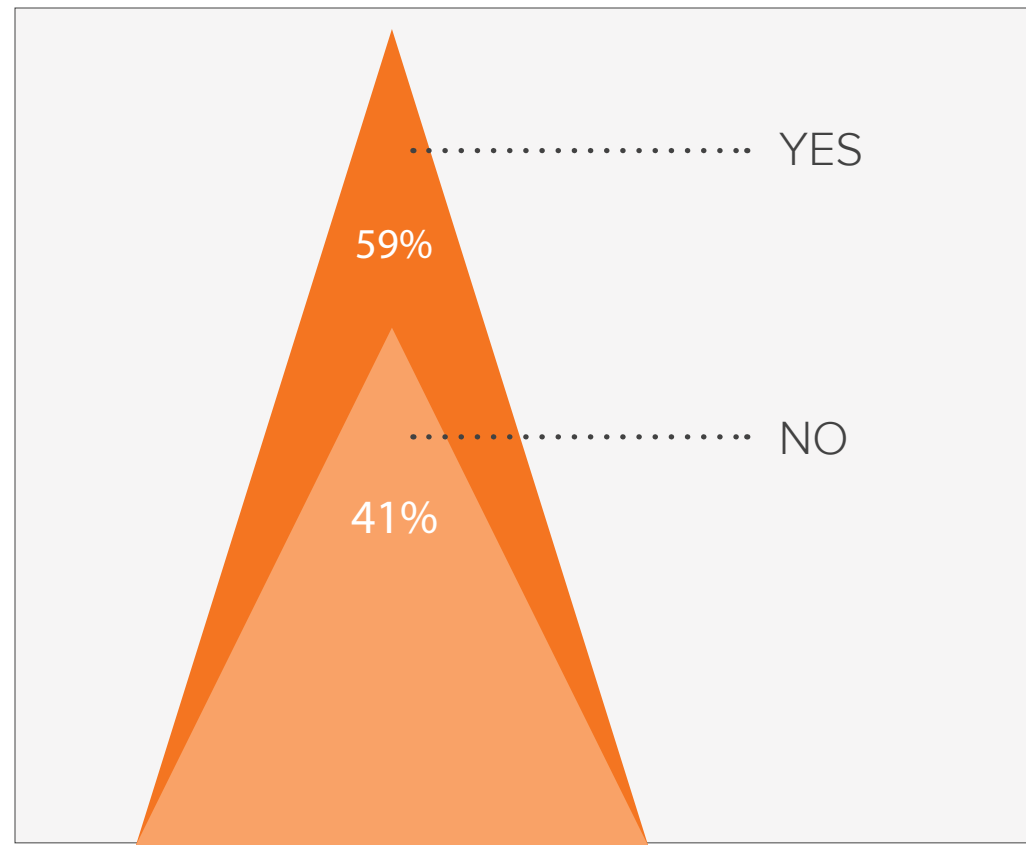
## Marketers have no way to **measure the success** of their event.

Although 47% of marketers are planning to increase their spend on events, 59% also said they have no way to measure the ROI of their events.

Along with inability to track the ROI from events, a large percentage of marketers (47%) do not have a well-defined buyer persona they target their events to. This means that their marketing resources are being spent on getting their event in front of the wrong people.

One of the main reasons for poor ROI from an event is having the wrong people in the room. The lack of a well-defined buyer persona can lead to problems around audience quality as well as audience experience, because marketers don't know who is in attendance or how they can align the event content to their needs.

### Do you have a way to measure and track ROI of your events?





**61%** of marketers find social their most cost-effective channel for promoting events.



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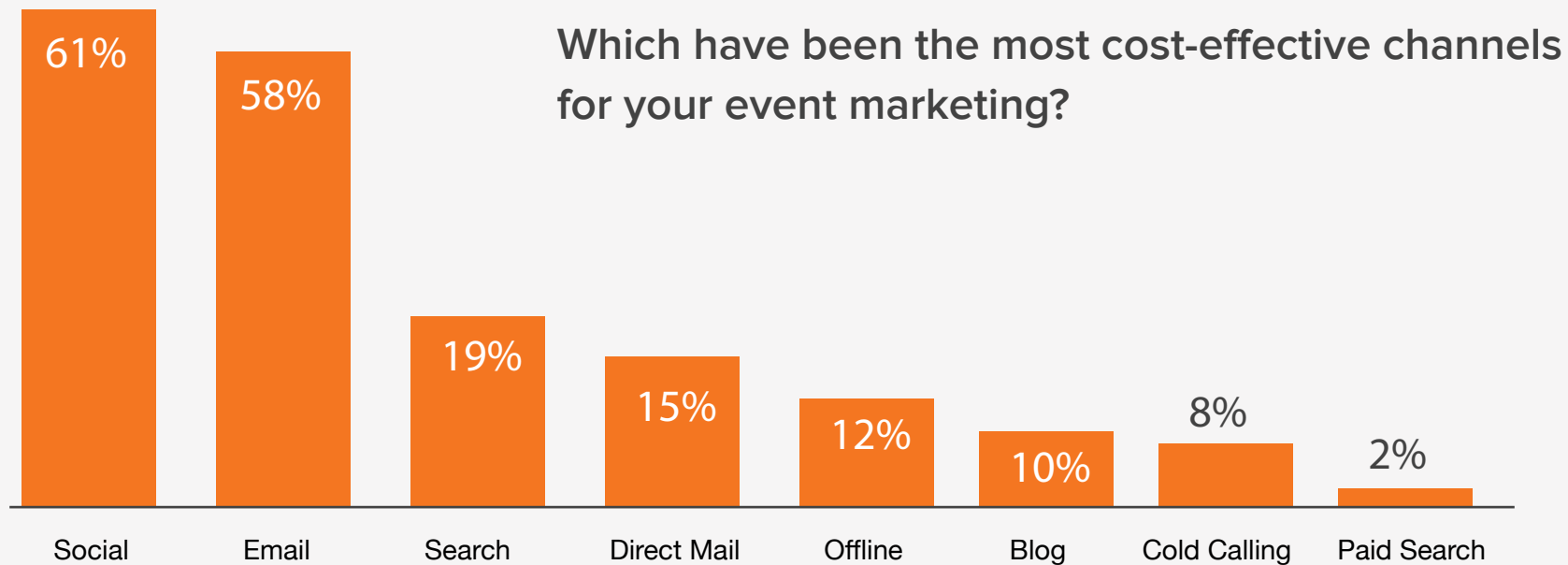
## Social is the best solution for promoting events

Marketers listed social media (61%) and email (58%) as their two most cost-effective channels for marketing their events. This is aligned with how attendees said they discover events, with email and social media listed as the top sources.

Interestingly, only 9% of marketers were using paid search to promote their events, with only 2% listing it as their most cost-effective channel for event promotion -- making it the worst performing marketing channel on the list.

There's an opportunity here for marketers because 29% of event attendees listed search engines as a source when asked how they discover information about events.

From this data, it would seem that marketers may want to invest some time and resources in figuring out how they can use both SEO and paid search to promote their events to these people.



# ENTER INTO THE THE NEW AGE OF EVENT MARKETING.



[Download our ebook](#) to learn more about targeting your event marketing to your buyer persona.