

ENTER INTO THE THE NEW AGE OF EVENT MARKETING.

Increase event attendance and engagement with an inbound marketing strategy.



A publication of

HubSpot

Eventbrite

THE NEW AGE OF EVENT MARKETING.

Co-Authored By Lisa Toner

Lisa is the content strategist at HubSpot, Dublin. She is a member of the international marketing team, where she creates content for a global audience, drives traffic from outside the U.S., and generates leads for HubSpot. Lisa is also a regular contributor to the [HubSpot blog](#) where she writes about various topics across inbound marketing.



FOLLOW ME ON TWITTER.
[@LISATONER13](#)



FOLLOW ME ON TWITTER.
[@JFDIMARK](#)

Co-Authored By Mark Walker

Mark Walker is the Content & Social Marketing Manager for UK & Ireland at [Eventbrite](#). Eventbrite is an online self-service ticketing platform available for anyone around the world to manage, sell and promote tickets to their events.

Mark regularly blogs on the [Eventbrite blog](#) about the events industry, and anything that can help event organisers grow, from digital marketing and design, to business strategy and careers.



CONTENTS.

INTRODUCTION 4

WHAT IS INBOUND MARKETING? 6

FINDING THE RIGHT PEOPLE 10

DRIVING REGISTRATIONS 15

OPTIMISING THE REGISTRATION PROCESS 21

OPTIMISING ENGAGEMENT THROUGH SOCIAL 24

POST-EVENT AWARENESS 31

CONCLUSION 35

Introduction.

It's a great feeling when you finally go live with your event after weeks and sometimes months of hard work; from the initial idea through research, speaker recruitment, finding commercial partners, securing a venue, and all the other hundreds of details that go into putting on a great event.

And yet, you're still only at the starting line. When you go public and announce your event, that's the sound of the starting gun as the real race begins – getting people to notice and care, turning that attention into registrations, hitting targets, and filling seats.

This begs a hard question: how do you stand out from the crowd, create awareness and buzz for your events, and do it within your existing constraints, often against numerous competitors?

The answer? **Inbound Marketing!**

In this ebook, we'll show you how you can attract the right people, build wider awareness of your event, and improve the engagement with your potential delegates, sponsors and speakers.



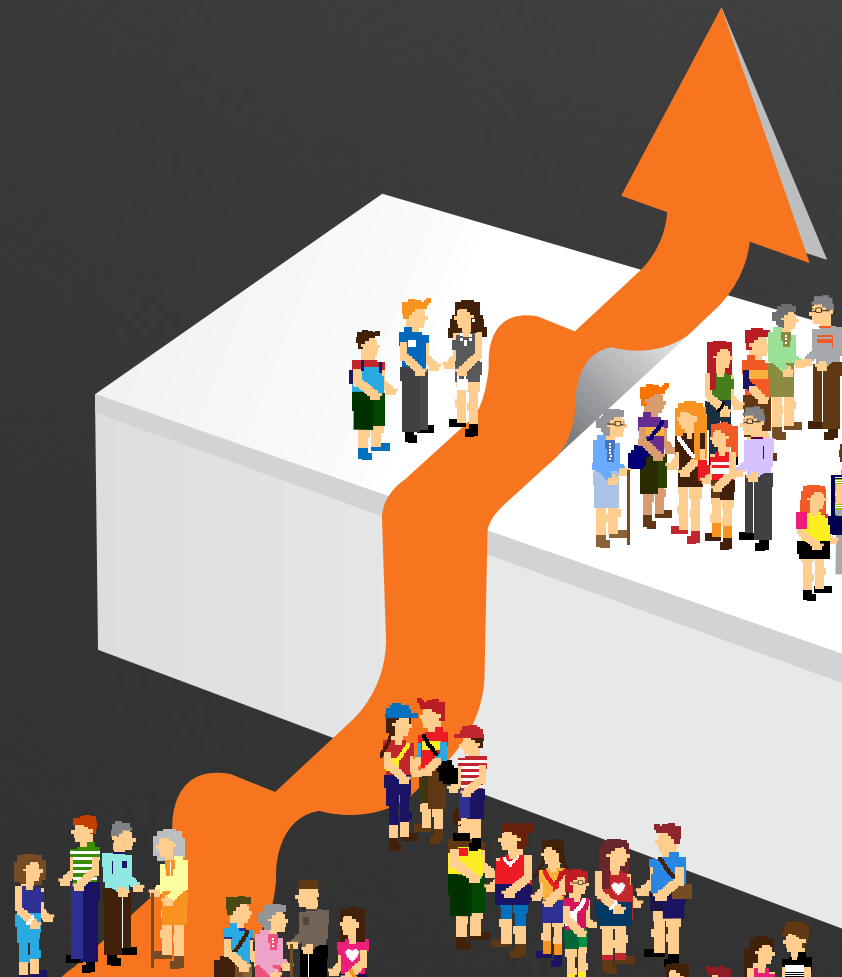
Erik is our event persona. Find Erik throughout this ebook, [click-to-tweet him for a secret hashtag](#) and you'll unlock our event in a box templates for everything you need to run a successful event.



01

CHAPTER

WHAT IS INBOUND MARKETING?



WHAT IS INBOUND MARKETING, AND WHY DOES IT MATTER?

Since 2006, inbound marketing has continued to grow in popularity and has become the most effective marketing method for doing business online.

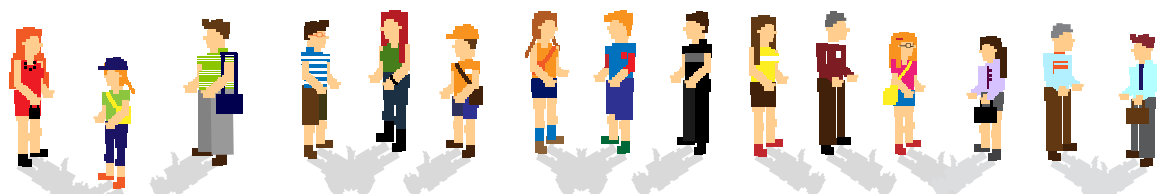
Instead of the old outbound marketing methods of buying ads, buying email lists, and hoping for leads to appear, inbound marketing focuses on creating quality content that pulls people toward your company and product where they naturally want to be. By aligning the content you publish with your customers' interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.

The inbound marketing methodology is the best way to turn strangers into customers and promoters of your business. We are seeing a transformation in how businesses are marketing themselves. Instead of trying to buy the attention of their customers, they're creating valuable content that is aligned to their customers' needs.

This content is helping businesses of all sizes to increase the number of leads they generate.

“ Inbound marketing delivers **54% more leads** into the marketing funnel than traditional outbound leads [1]. Better yet those leads cost **61% less** than outbound leads [2]. ”

- [HubSpot's State of Inbound Marketing Report, 2013](#)

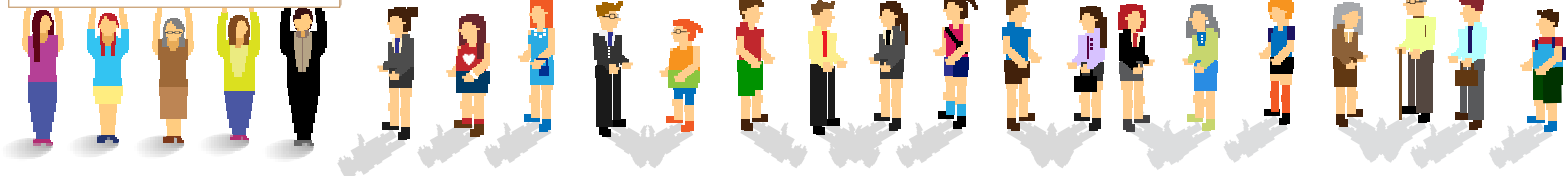




With figures like these it's not surprising that in [HubSpot's annual state of inbound marketing report](#), nearly 60% of businesses surveyed had already adopted inbound marketing, and that number is growing all the time.

The inbound marketing methodology covers each and every step taken on the road from stranger to customer. It empowers marketers to attract visitors, convert leads, close customers and delight promoters. It delivers content that appeals precisely to the right people (your buyer personas) in the right places at just the right times.

- Kieran Flanagan, Marketing Director, EMEA, HubSpot



“ *The inbound marketing methodology is the best way to turn strangers into customers and promoters of your business.* ”

Inbound and Events

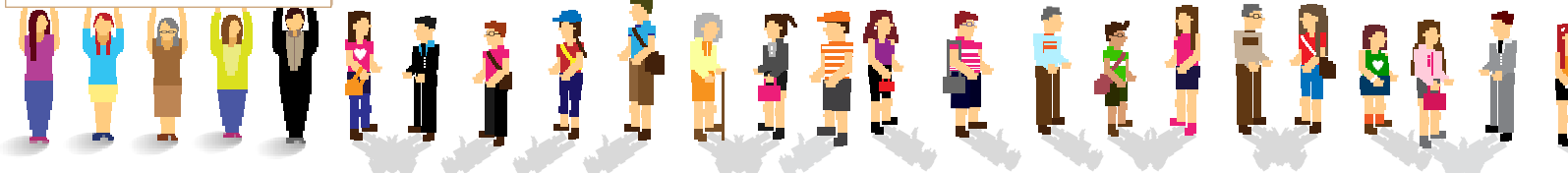
Inbound marketing is probably the most powerful strategy at your disposal right now, helping you cut through the noise and get discovered by your target audience. So how do you take advantage of that and make inbound marketing work for your event?

Use what you have

Most successful event organisers will dedicate some time to researching key industry trends and finding influential and knowledgeable thought leaders to speak on those topics at the event.

Using this well-researched, interesting content and sharing it with your industry in the form of blog posts, slideshares and videos will position your event as a thought leader and a valuable resource to be turned to both online and offline. (More on how to create this content later in the ebook.)

Knowing who your event persona is and what their key challenges are will help you create event content that resonates with them and makes your event really compelling, pushing up registration and attendance.



02

CHAPTER

FINDING THE RIGHT PEOPLE.



Knowing Who You Want at the Event

The first step in applying an inbound marketing strategy to your event is to create your event (or buyer) personas. These are the people who are genuinely interested in attending your event and engaging with your company or service. By inviting people outside of your personas, you are simply wasting money and resources on marketing and event costs because the people at your event will have no interest in buying your products or services, or those of your sponsors and exhibitors. Not only will it cost you money, but it will also drive down your attendance rate as these people are less likely to show up on the day, even if you do manage to convince them to register.

STEP 1: Set Your Goals

Before you can research and create your event persona, you need to set some goals for the event; is it a customer appreciation event, a lead generation event, or a brand awareness event? Answering these questions will help you identify:

- Who are the right people to invite
- Who are the right people to speak at it
- What is the most valuable content we can create for these people

BRITE
BLOG

Eventbrite

Not sure what your event goals should be? Eventbrite wrote this awesome article with 5 different types of events that can help you grow your business. [CLICK HERE TO READ](#)

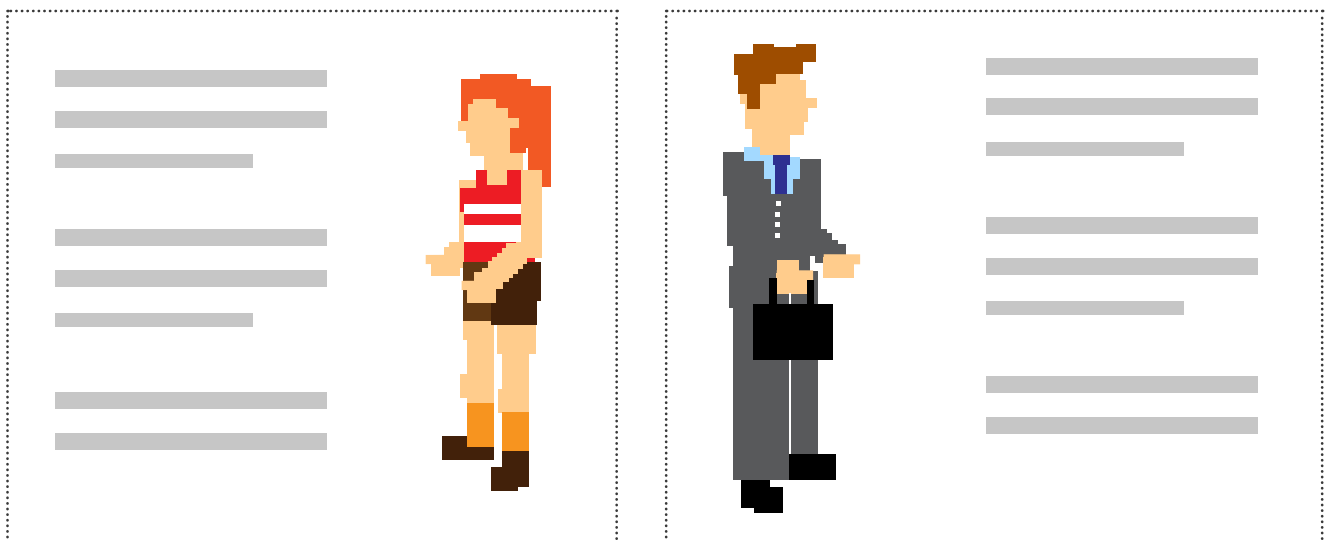
Share this Ebook



STEP 2: Research and Create Your Event Personas

Personas are not very difficult to put together. You just need to ask the right questions to the right people, and present that information in a meaningful way so that everyone involved in your event marketing knows exactly who they're speaking to, what their challenges are, why they would want to attend, and where to reach those people.

HubSpot have put together a [template for creating buyer personas](#). Once you have completed your persona, you will be able to create much more targeted marketing content for your event, which in turn will drive more of the RIGHT people to it.



[Download your buyer persona template here to start creating your personas.](#)



Example of a Buyer Persona

At HubSpot, we align content around different buyer personas. This allows us to stay really focused on who we're creating content for. We keep our buyer personas' goals and challenges in mind so we can address these at each stage of the buying process.

For example, this is one of HubSpot's buyer personas, Marketing Mary. You can see we've included key information like her goals, challenges, and why she would love HubSpot. We use this information to create content that's going to be relevant to Mary at each stage of the buying cycle.

MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)
- BComm (BU), MBA (Babson)
- 42, Married, 2 Kids (10 and 6)

Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess

Loves HubSpot because:

- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO





Find Out More During Registration

Don't stop there! Once you've identified who your personas are, you can ensure your event content matches their needs by asking custom questions during the registration process.

This way you can learn even more about your audience so that you can be sure to deliver an event that fulfils all their needs. You can also use this additional data to refine all your future marketing efforts.

Other Information

of Events You Host Per Year *

Average Attendance of Events You Host *

Average Ticket Price of Events You Host *

☐ £1-£10

☐ £11-£25

☐ £26-£50

☐ £51-£75

☐ £76-£100

☐ £101-£125

☐ £126-£150

☐ £150+

☐ Free

What best describes your type of event? *

Timeframe *

By clicking "Complete Registration", I acknowledge that I have read and agree with the [Eventbrite terms of service](#), [privacy policy](#) and [cookie policy](#).

Complete Registration

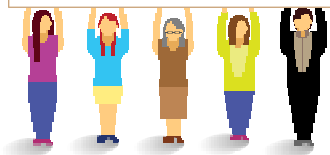
BRITE
BLOG

Eventbrite

Custom questions are super simple to set-up.

[Learn more about them here.](#)

Share this Ebook



03

CHAPTER

DRIVING REGISTRATIONS.



Getting Your Persona to the Event

Now that you have created your target persona for your event, you can start to think about what content you need to create that will attract them to your event registration page, get them to sign up, attend, and engage with your company. The content needs to be relevant and valuable to your persona and speak to their challenges, helping them in their day-to-day.

Content to Get Your Event Discovered

Using an inbound strategy and creating multiple different forms of content will get your event found by your target persona instead of spending all your marketing budget on expensive, untargeted activities like direct mailing invites or brochures to a purchased list. Relevancy is key: In our survey, we discovered that 43% of event attendees feel that events marketed to them are not relevant to their job or industry.

47% of the event organisers we surveyed didn't have a well-defined persona for their events. The result? 51% of event organisers have not been able to increase their attendance numbers, with 14% actually decreasing their attendance numbers.

Thankfully, with buyer personas and a strong content plan, this trend can be reversed.

"47% of the event organisers we surveyed didn't have a well-defined persona."

- HubSpot & Eventbrite Survey 2014



Types of Content for Getting Discovered

When you begin to plan out the content that will promote your event you should start to really get inside the mind of your event persona. What are their key challenges, what do they want to learn more about, and how do they like to consume content? Once you have answered those questions, you can begin to sit down and write, or record, or design your content.

Here are some examples of content types that work for getting discovered by your potential delegates:

1.) A press release announcing your event and what your delegates will learn at it. You should announce who your speakers are and describe the value that your persona will get from attending.

2. Video marketing presents several opportunities for promoting your event. Use snippets from the previous year and compile them into a 'Highlights from last year' video and embed it on your event website. You can also interview your speakers and get them to give a preview of their presentation and embed the videos on your website.

3. Create striking images to use in social media that will grab attention and direct people to the event website. [Download our visual content creation templates to help with this.](#)

4. Write Articles that talk to the challenges your persona faces and offers solutions. Add CTAs (Calls-to-Action) to your event throughout those articles.



Make Your Event Page Stand Out

It's also important to add striking images and great design to your event pages too, so they stand out from the crowd and build engagement.

[Click here for a few best practice examples from Eventbrite.](#)



Take Inspiration From:

HubSpot's Annual INBOUND conference 2014

GOAL: Drive awareness and attendance

CONTENT: [Infographic](#)

HubSpot recently announced that Martha Stewart would be presenting at our annual conference, INBOUND.

In order to drive awareness about the event and increase attendance, we created this infographic which was fun and quirky because it related back to the personal interests of our speaker -- cooking.

We embedded it on our company news page and made sure to add a nice big CTA (Call-to-action) at the bottom which led the reader to our sign-up page for the conference.



Want a Taste of INBOUND?

REGISTER BEFORE 5/31 FOR A CHANCE TO MEET MARTHA STEWART AT INBOUND 2014 (and to save \$700 on early bird pricing)

[>>>](#)

www.inbound.com | #inbound14

thinglink

Take Inspiration From:

HubSpot's Annual INBOUND conference 2014

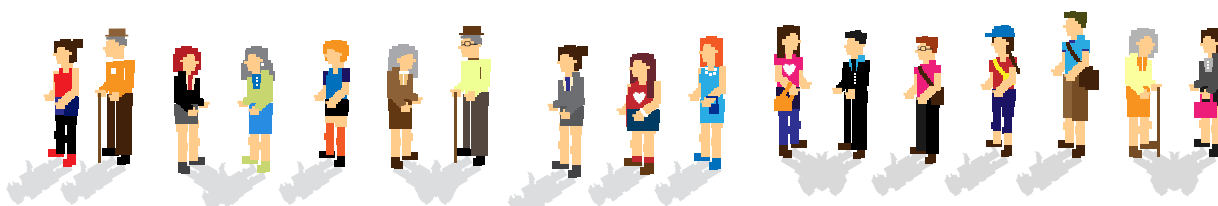


GOAL: Drive awareness and attendance

CONTENT: [Interview with a Presenter](#)

Still with the goal of driving more attendance to our INBOUND conference, we interviewed one of our keynote speakers and embedded the video on the conference website.

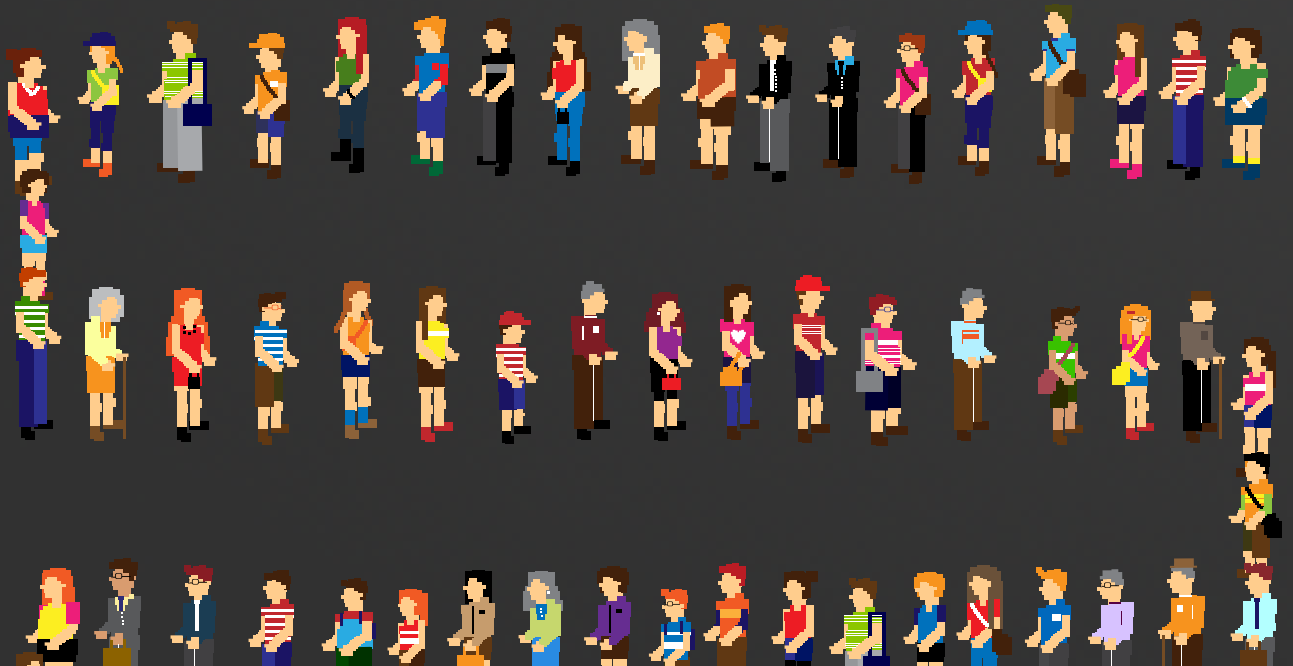
By giving your potential delegates a taste of how relevant and valuable the content will be at the event, you are going to get the right people to sign up and attend.



04

CHAPTER

OPTIMISING THE REGISTRATION PROCESS.



Optimise Your Event Page for Registrations

If you're going to go through the effort of creating the right content, then you also need to be sure your event page is optimised to drive registrations too.

Here's a few tips to help boost your content strategy and turn the interest you generate into registrations.

1. Refund Policy: If your event includes paid tickets, include a refund policy.

2. Event-Specific FAQs: It's better to over-communicate any event information that could cause confusion including: what to bring to the event, age restrictions, dress code, or parking information. Additionally, you can add information about what to do if the attendee loses the ticket or cannot print the ticket, if the attendee is allowed to transfer the ticket to someone else, will-call information, and so on.

3. Contact Information: Attendees like to know who they are purchasing their tickets from. Providing more contact information puts the attendee at ease when they are purchasing.

If you do not wish to include your email address or phone number on the event registration page, we recommend adding instructions to attendees about how to use the "Contact the Host" link from the registration page to send the organiser an email.



Optimise Registration Follow Up

1. Confirmation & Reminder Emails: The event registration process, along with any email communication, can be just as important to the attendee experience as the actual event itself. The order confirmation is the first line of communication that the attendee will receive from you as event organiser.

It's important to make this order confirmation as descriptive and informative as possible, as it will stay as a reference in their email inbox where they can access it at any time. ***PRO TIP:** This is an excellent place to include event FAQs for the attendee to reference after they complete registration.

2. Ticket Descriptions

If your event has multiple ticket types, we recommend making the title of each ticket as descriptive as possible.

If you are running a multi-day event and setting up a ticket type for each day, it is best to include the dates and times within the ticket title itself. Updating a general admission ticket with the title of "General Admission: Seminar May 20 – 8:00 AM to 10:00 AM," for example, serves as a better reference. The title of the ticket will be displayed on the Order Confirmation and PDF ticket, so this information will always be available to the attendee.

In addition, you can also customise the ticket description. Here, you can put information about what each ticket includes, e.g. free drinks, upgraded seating, gift bag, etc..



05

CHAPTER

DRIVING ENGAGEMENT THROUGH SOCIAL.



Using Social Media for Event Engagement

Social media has become more popular in recent years for event organisers and event attendees alike. Attendees want to engage with others at the same event, as well as share the best content from it with their networks. This presents a massive opportunity for event organisers and enables them to drive awareness of their event as well as engagement before, during, and after.

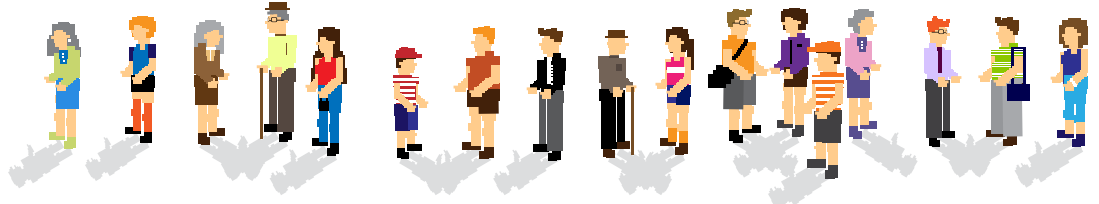
According to our survey, 61% of event organisers are already using social media to market their events. And there's a good reason for that. Eventbrite found in their [Social Commerce study](#) that every time someone shares an Eventbrite event through social media, that share drives an average of 16 visits back to the original event page, and generates approximately £2.41 in incremental revenue for the event organiser.

The most frequently used social platforms for events include Twitter, Instagram, Pinterest, and Facebook. Here are some tips on how you can optimise your event for social sharing.

“ 61% of event organisers are already using social media to market their events. ”



- 1. Pick a catchy hashtag.** Use short, snappy and relevant hashtags so that people can recognise it as your event hashtag. If you use a ton of letters and numbers that don't make sense to someone who isn't at your event, you're losing shareability.
- 2. Tell everyone what the hashtag is.** From the moment you start promoting an event, the hashtag should be in place. This means on your website, in advertising, and in all electronic correspondence including your email signature. Your program should mention it on the cover. The introductory slides should publicise it in sixty-point type. Every employee, speaker, vendor, and guest should know what it is.
- 3. Provide real-time updates.** If you're not livestreaming video, at least have your social media person provide blow-by-blow updates. Outfits like The Verge provide outstanding live coverage of events such as Apple announcements, so you can learn from what they do. This isn't as good as livestreaming, but it's cheaper and easier.



4. Display the tweet stream. There are services available that display the tweets containing your event hashtag in real time. Displaying these tweets on a tv screen or monitor where attendees can follow along encourages more interaction and use of your hashtag. You can find many tools to do this by searching for “stream twitter hashtags” on Google.

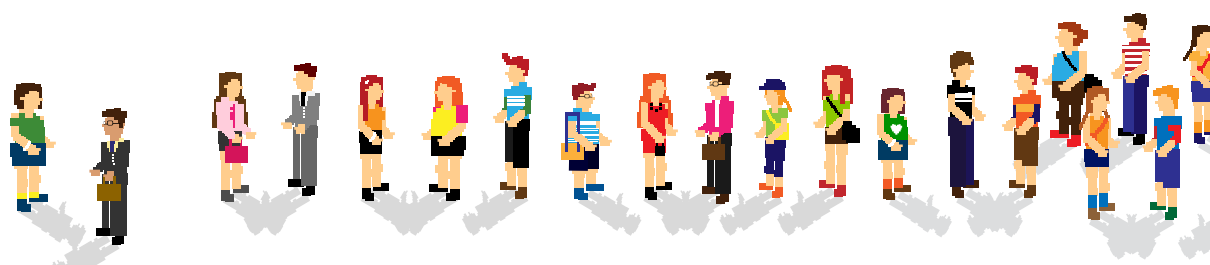
Note: There is a downside to this. First, tweets could get ugly if your attendees are unimpressed with the content. Second, speakers must compete with the tweet stream for the attention of the audience. You can always turn off the feed if necessary.

However, many of these tweet stream services will provide a delay so that you can filter out negative posts. This could be a good option if you have the resources to dedicate a person to managing the stream.

BRITE
BLOG

Eventbrite

Eventbrite have a handy guide on how to manage your onsite social media. [Click here to learn more.](#)



5. Provide a place to take pictures. People will use this designated area to pose with their friends. They see the backdrop, and they think: “Let’s take a photo here to show we were at the event.”

The majority of these photos will get shared on social media -- hopefully, many with your hashtag. The bottom line is that every picture is a branding opportunity.



Take Inspiration From: The World's Biggest Webinar

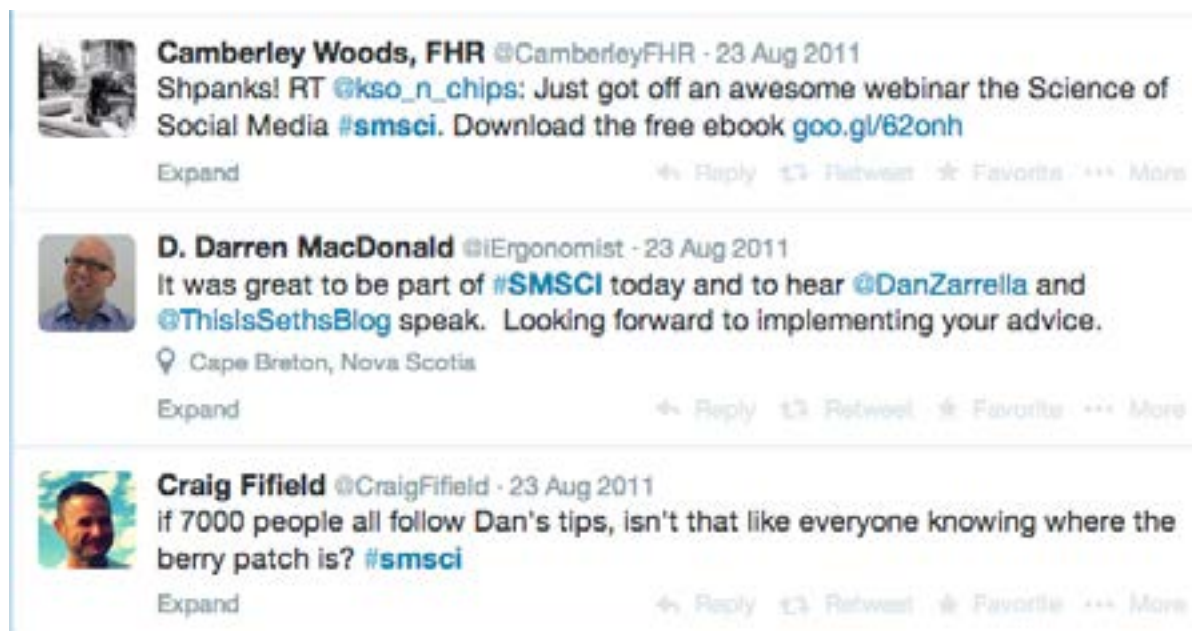
GOAL: Drive awareness and engagement

CONTENT: [Use a hashtag and promote throughout the event](#)

Webinars are virtual events held in real time providing audio and visual presentations. On August 23rd, 2011 the hashtag #smsci was used to facilitate and track the conversation around Dan Zarrella's "The Science of Social Media" webinar, which broke the [Guinness World Record](#) for largest webinar.

Hashtracking.com allowed HubSpot to follow the effect of conversations surrounding the event which achieved a serious level of buzz on Twitter with a trending hashtag of #smsci. Not only did the 11,000 attendees learn about the science of social media, but they also benefited from the related conversations with thousands of other Twitter users.

Creating a hashtag on Twitter allows for event attendees to connect with each other and discuss your event, which you can then measure and use to gauge the topic's success.



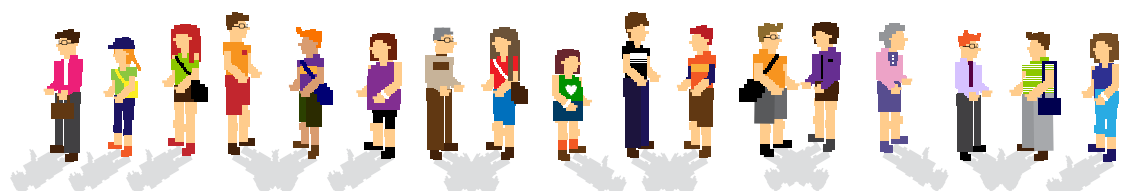
Take Inspiration From: New York Fashion Week

GOAL: Drive awareness and engagement

CONTENT: [Real-time visual updates on multiple social platforms](#)

Providing real-time updates on social will get people who are not in attendance at your event involved in the conversation. The power lies with your attendees providing updates to their social networks, though. New York Fashion week does this really well because it's such a visual event. However, you don't need to have a visual event to get this additional exposure. Many people take photos of the presenter's slides at conferences and tweet those pictures.

By giving all of your presenters a template to create their deck in and including your branding and hashtag on each slide, you will gain extra exposure when your delegates tweet slides from the event.



06

CHAPTER

POST-EVENT AWARENESS.



Keeping the Momentum Going After Your Event

Your event is over, it was a great success - what's next? Just because your attendees have packed up and left doesn't mean that they should forget about you. Creating content for after your event will keep your company top of mind for your delegates as well as driving awareness for next year.

Here are a couple of content pieces that you could consider:

- **Recap articles.** Write blogs, press releases, news articles on your website, and guest blogs on your speakers' websites.
- **Highlight videos.** Post on YouTube, social, embed on your website or blog, use in follow-up emails as well as promotion for next year.
- **SlideShare.** Upload the slides from all of your presentations and drive traffic to your event website to build awareness to your event the following year. You can also embed these SlideShares into blog articles to get more bang for your buck.
- Again, adding your logo and hashtag to all your presenters' slides will help reinforce your brand when you post them on SlideShare.
- **Pictures on social media.** Upload your pictures from the event to social platforms like Pinterest and Instagram. You can link them back to your event website for next year's info and sign up page. For more details on how to use post-event engagement to win repeat customers and build loyalty, check out [Eventbrite's 8-step guide](#).



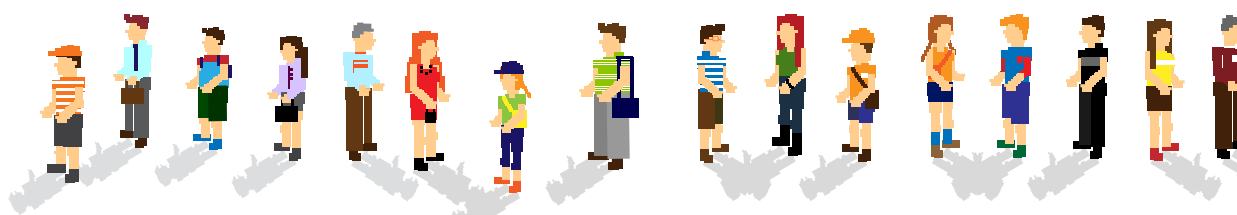
Take Inspiration From:

The Mashable Community's Best SXSW Photos

GOAL: Drive awareness and engagement

CONTENT: [Post-conference photo challenge](#)

Mashable encouraged delegates to take photos from the conference and share them on social media using the hashtag #SXSW for a photo challenge. People were more than happy to get creative with the challenge, sharing funny pictures across social media. This portrayed the event as a really enjoyable experience to everyone who saw the pictures online but weren't at the event. Genius!



Take Inspiration From:

HubSpot's INBOUND Conference SlideShare

GOAL: Drive post-conference awareness and engagement

CONTENT: [INBOUND 2013 KEYNOTES: an abstract](#)

HubSpot prolonged the life last year's INBOUND conference by creating a SlideShare that took the key learnings from our keynote speakers and put them into an easily digestible and highly shareable format. It was only 21 slides in total so creating something like this is a highly cost-effective way to market your conference.

The HubSpot SlideShare has gotten over 37,000 views to date.



Conclusion.

According to research carried out by Eventbrite and Hubspot with event organisers and attendees, 84% of respondents feel that attending events is an important part of their job, with 75% feeling that events are a valuable source of content and 79% attending events to learn.

This just highlights what we all know - content-driven events are an essential part of every industry, and getting the content right before, during, and after your event will help generate the revenue you need to keep your business acquiring new clients.

At your fingertips is a wealth of unique, well-researched and interesting content that can be shared with your industry, positioning your event as a thought leader and a valuable resource to be turned to both online and offline.

With a well-defined persona, your content and the tactics of inbound marketing can help you generate a lot of high-value, cost-efficient leads, build wider awareness of your event, and improve the day-to-day engagement with your potential delegates, sponsors and speakers.



Redefining Registration: Meetings & Conferences Simplified

Eventbrite delivers a complete conference registration solution that's intuitive, social - and powerful.



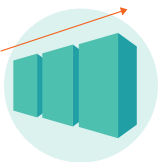
Customisable Registration Process

Learn more about your attendees. Survey your attendees' day-of-event preferences, such as a class or workshop selection.



Simple Pricing Structure and No Hidden Fees

No set-up fees, no contracts, and best of all, Eventbrite is free for free events!



Scalability and Reliability for Events, Large and Small

With our 24/7, round-the-clock support, we will always be there. Eventbrite is a stable and stress-tested platform, easily managing high levels of traffic with consistent up time.



Easy Membership Management

Offer your members a special registration price through membership validation. Easily import membership lists, create discounts, and offer flexible pricing based on who's registering.



More Social, More Revenue

Let your attendees be your event broadcasters. Through our social media integration, each Facebook share on Eventbrite results in an average of £2.17 in future purchases.

Speak to our experienced team: 0800 652 4993 | Sign up: eventbrite.co.uk/conferences



Conference Registration Made Easy.

More than 500,000 organisers have used Eventbrite to power their online registrations.
Over 1.7 million events have been organised on Eventbrite with 150 million registrations sold and counting.

Additional Features

- Email Attendees & Event Reminders
- Customisable Order Confirmations
- Professional Invitations & Surveys
- Group Registration
- Social Media Integration



Event Reports

- Attendee Geography & Summary
- Sales by Registration Type
- Promotional Code Usage
- Survey Questions & Custom Data
- Cross Event Reports

Reach us directly (0800 652 4993) to schedule a demo
or learn more at eventbrite.co.uk/conferences

LEARN HOW TO TARGET YOUR PERSONAS WITH HUBSPOT.

Talk to a HubSpot specialist to learn how you can easily target your persona with marketing they will love, converting them into sales qualified leads and eventually paying customers. [Click here to contact a marketing specialist today.](#)



TALK TO US
TODAY.





FOR THE LOVE OF MARKETING.

HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE.

[Request A Demo](#)

... brings your whole marketing world together in one, powerful, integrated system.



MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



EMAIL

Send personalized, segmented emails based on any information in your contact database.



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

Share this Ebook

