Marketing for Virtual Events - Considerations and Campaign Ideas

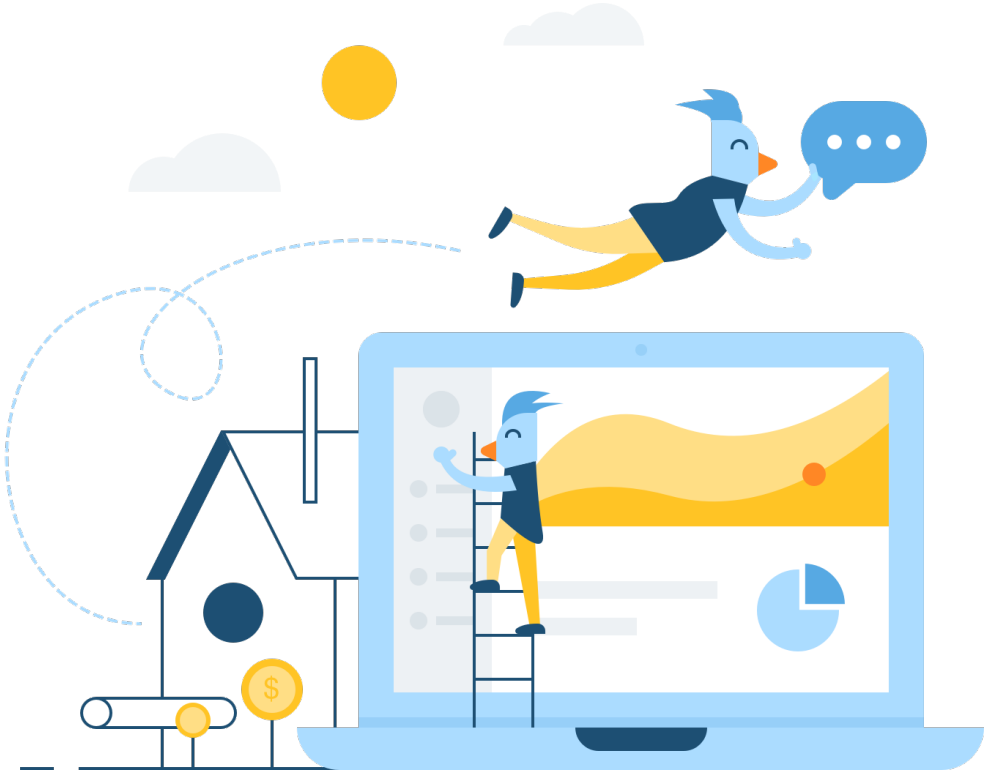
Aidan Augustin

Co-Founder and President

Feathr

Feathr

Feathr



Marketing technology used by:

- ~700 associations (current)
- ~3,000 conferences and trade shows (cumulative)

1) Virtual events are more literal – and typically only “good” at one to two things

Why are *you* doing the virtual event?

- Sponsor/exhibitor revenue?
- Ticket/registration revenue?
- Affirm the value of membership?
- Provide a service to the industry/profession?
- Keep your audience warm for future?
- Expand reach and grow your brand?

Why are *your attendees* participating in the virtual event?

- No destination
- Reduced value of keynotes*
- Limited socializing w/ existing connections
- Limited serendipity w/ potential new connections
- Limited exhibit hall
- = *Significantly less of "an experience"* and therefore feel much less "FOMO"

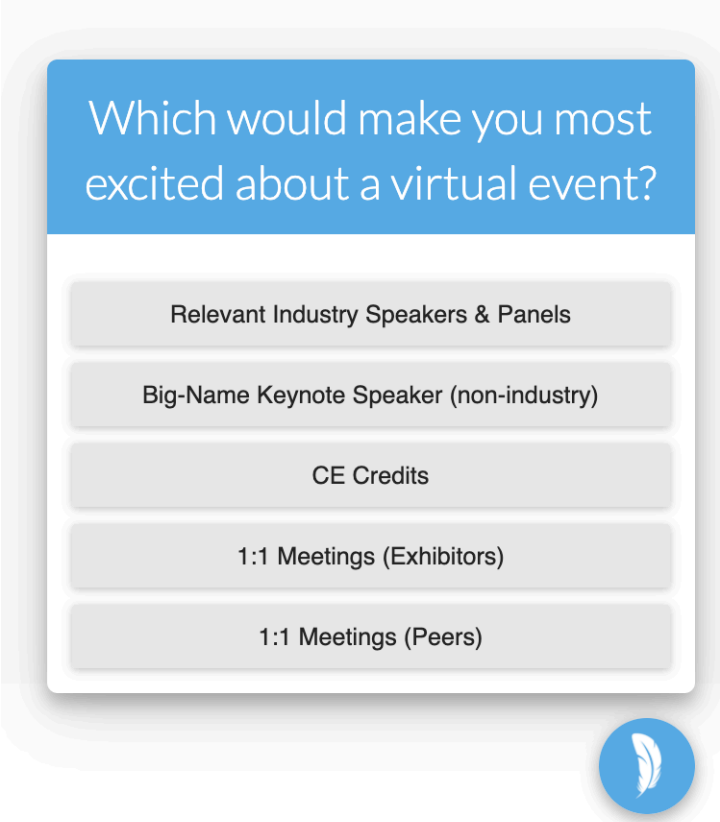
Many event features lose their magic online – and have much more competition

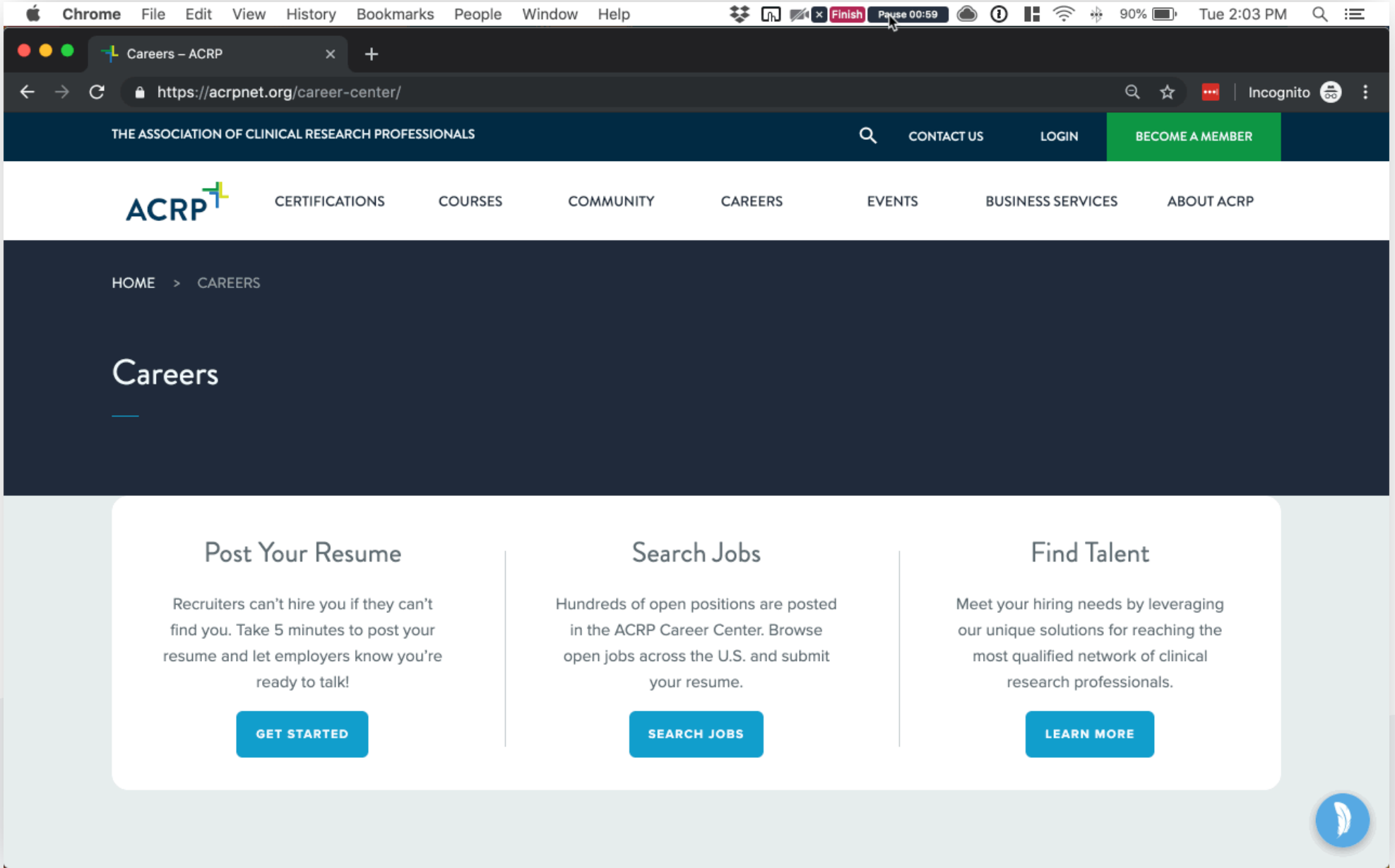
- Keynotes? YouTube, TED, podcasts, etc
- Industry speakers? Webinars
- Networking? LinkedIn, forums/communities
- Seeing existing contacts? Zoom, phone call, etc
- Announcements or product launches? Press releases, videos, industry news/media
- Exhibit floor? Directories, Google, company websites

What *unique* value can you provide to your attendees?

- Industry leaders or peers presenting on niche/timely topics with live Q&A?
- 1:1 matchmaking with industry leaders or peers?
- 1:1 matchmaking with suppliers?
- Curated showcase of solutions?
- CE credits?*

If you have time – ask in advance!




Chrome File Edit View History Bookmarks People Window Help
Finish Pause 00:59
90% Tue 2:03 PM
Careers – ACRP
https://acrpnet.org/career-center/
Incognito
THE ASSOCIATION OF CLINICAL RESEARCH PROFESSIONALS
CONTACT US
LOGIN
BECOME A MEMBER
ACRP
CERTIFICATIONS
COURSES
COMMUNITY
CAREERS
EVENTS
BUSINESS SERVICES
ABOUT ACRP
HOME > CAREERS
Careers
Post Your Resume
Recruiters can't hire you if they can't find you. Take 5 minutes to post your resume and let employers know you're ready to talk!
GET STARTED
Search Jobs
Hundreds of open positions are posted in the ACRP Career Center. Browse open jobs across the U.S. and submit your resume.
SEARCH JOBS
Find Talent
Meet your hiring needs by leveraging our unique solutions for reaching the most qualified network of clinical research professionals.
LEARN MORE

Marketing Campaign Ideas

- Paint a clear picture "what to expect" – remember, this is new for most of your attendees
- Get ahead of objections, questions, concerns – bake them into your marketing campaigns
- Clearly communicate what will and won't be available other than "live" – Session recordings? Matchmaking? "Exhibit Hall"/Directory? Forum/Chat/LinkedIn Group?

1) Virtual events are more literal – and typically only “good” at one to two things

2) Virtual events are a *much* lower commitment than an in-person event

What are they committing to?

- Free or low-cost registration*
- No flight
- No hotel
- No judgement
- No escape from office/home/normal
- = *minute by minute decision to continue "attending"* vs constant distractions or opportunity cost

Marketing Timeline

- Marketing doesn't start six months out
- Marketing doesn't stop at registration*
- Marketing doesn't stop at the first session*
- Marketing doesn't stop at the last session*

HUGE Opportunity to Expand Reach

Who couldn't or wouldn't attend your in-person event?

- International?
- Senior executives? (time-sensitive)
- Junior/early-career/YP? (cost-sensitive)
- More, and more diverse roles, within same orgs?
- Skeptics (or employed by skeptics)?
- Inability to travel (childcare, health, disability)

Marketing Campaign Ideas

- Drive pre-event actions – Customize schedule? Install software? Matchmaking setup? CE validation?
- Balance promotion of the value of *registering* vs value of *attending*
- Invest more in "top-of-funnel" campaigns – "net new" attendee acquisition will be easier than normal

2) Virtual events are a *much* lower commitment than an in-person event

3) Virtual events require an increased shift from traditional to digital channels

Traditional Channels

- Exhibiting at other industry events
- Direct mail
- Print advertising
- PR

Digital Channels

- Email
- Targeted Digital Advertising
- Influencer Marketing
- Organic search/social, content marketing? These are long-term plays, cannot pivot to this overnight

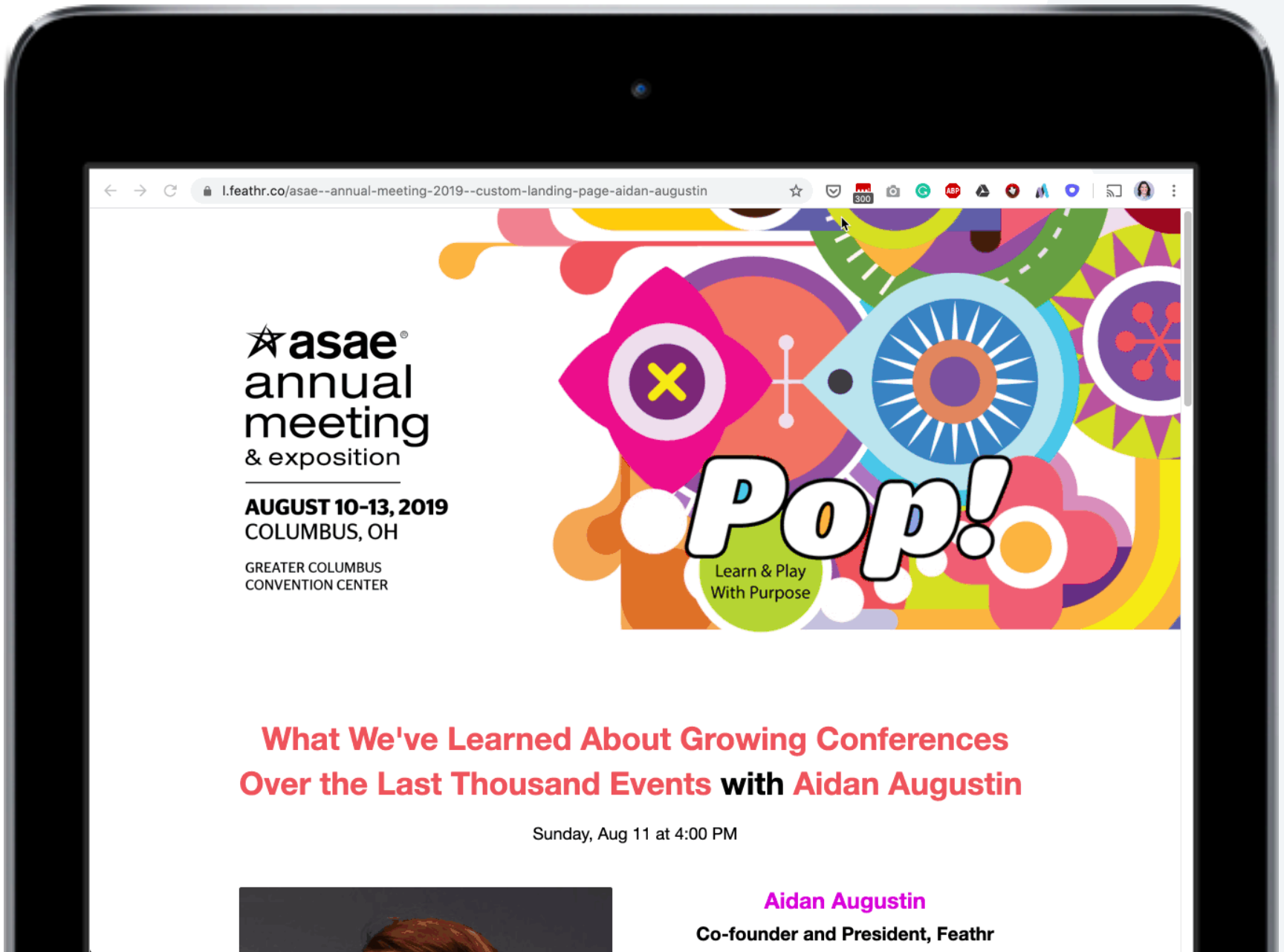
Digital Channels

- Email
- **Targeted Digital Advertising**
- **Influencer Marketing**
- Organic search/social, content marketing? These are long-term plays, cannot pivot to this overnight

The Case for Influencer Marketing

Empower your stakeholders to promote your virtual event – and themselves

- Speakers
- Sponsors/Exhibitors
- Board members, steering committee
- “Twitterati” of highly engaged members/attendees


l.feathr.co/asae--annual-meeting-2019--custom-landing-page-aidan-augustin
asae
annual
meeting
& exposition
AUGUST 10-13, 2019
COLUMBUS, OH
GREATER COLUMBUS
CONVENTION CENTER
Pop!
Learn & Play
With Purpose
What We've Learned About Growing Conferences
Over the Last Thousand Events with Aidan Augustin
Sunday, Aug 11 at 4:00 PM
Aidan Augustin
Co-founder and President, Feathr

Tedious AR process in SF? - Looking for a faster and more efficient AR workflow? Ad ···

PREMIUM

Aidan Augustin

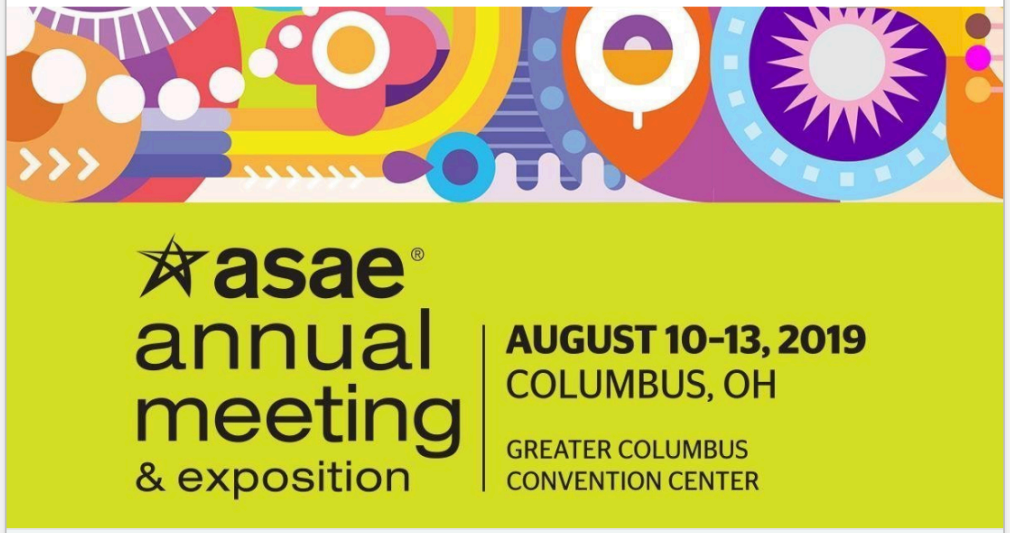
Co-Founder & President at Feathr – we're hiring!

View full profile

Aidan Augustin
Co-Founder & President at Feathr – we're hiring!
3h

Super excited to be a speaker at the ASAE: The Center for Association Leadership Annual Meeting, coming up fast in 2 months! Industry friends, I look forward to seeing you in Columbus.

#asae #associations #associationmanagement



REGISTER NOW

l.feathr.co

21

Reactions

+13

Promoted

Business Internet + Voice
Get 75 Mbps Internet & add Phone with Voice Mobility for just $29.95/mo.

Tedious AR process in SF?
Looking for a faster and more efficient AR workflow?

Hire IT talent in Ukraine
Diverse skillset 💪 . 2-4 weeks to fill a position. IP protection. NDA

Gmail

Search mail

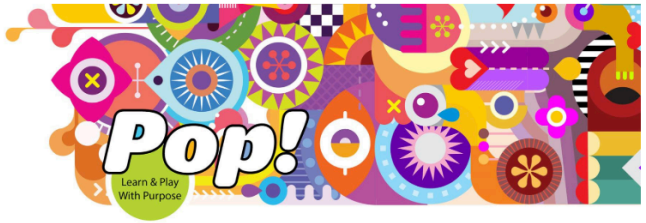
Compose

Inbox 110
Starred
Snoozed
Sent
Drafts 68
Categories
Social 572
Updates 12,752
Forums 5,465
Promotions 12,910
1 - Feathr Backlog
2 - StartupGNV 11
3 - Reference 2
Send Later
Upcoming Event
More

I'm speaking at ASAE Annual Meeting 2019! Inbox ×

Aidan Augustin <invites@feathr.co> 11:32 AM (1 minute ago)
to aidan

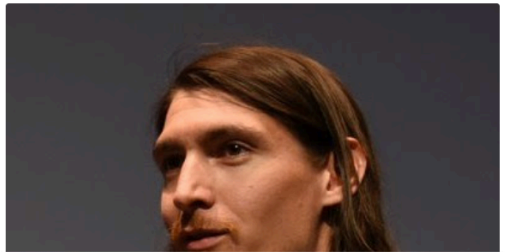
asae annual meeting & exposition
AUGUST 10-13, 2019
COLUMBUS, OH
GREATER COLUMBUS CONVENTION CENTER



What We've Learned About Growing Conferences Over the Last Thousand Events with Aidan Augustin

Sunday, Aug 11 at 4:00 PM

REGISTER NOW



Aidan Augustin

Co-founder and President, Feathr

Aidan is the co-founder and President of Feathr, building digital marketing software specifically designed for the needs of associations. At the ASAE Annual Meeting

https://l.feathr.co/sse-2019-confectionery-lp-albanese-confectionery-h

National Confectioners Association

sweets & EXPO snacks

May 21-23, 2019 | Chicago, IL, USA

You're invited to the 2019 Sweets & Snacks Expo

As our guest, your registration is free - a value of over $200.

Albanese Worlds Best

Join us at the premier business to business event for the confectionery and snack industries.

The Sweets & Snacks Expo brings the best of the industry together. Start turning your plans into purpose and goals into action.

Your Free Registration →

Register now and join Albanese Confectionery at booth 250,251

As our invited guest, your registration is free – a savings of over $200.

https://l.feathr.co/sse-2019-confectionery-lp-chicago-importing-company-a

National Confectioners Association

sweets & EXPO snacks

May 21-23, 2019 | Chicago, IL, USA

You're invited to the 2019 Sweets & Snacks Expo

As our guest, your registration is free - a value of over $200.

CHICAGO IMPORTING COMPANY

SPECIALTY FOODS & CONFECTIONS

Join us at the premier business to business event for the confectionery and snack industries.

The Sweets & Snacks Expo brings the best of the industry together. Start turning your plans into purpose and goals into action.

Your Free Registration →

Register now and join Chicago Importing Company at booth 1331

As our invited guest, your registration is free – a savings of

11:16
5GE
pages.fraudconference.com
ACFE
Association of Certified Fraud Examiners
FRAUD CONFERENCE
MIDDLE EAST
23-25 FEBRUARY | DUBAI
SEE ME SPEAK
LEARN MORE
I'm Speaking at the 2020 ACFE Fraud Conference Middle East
Join me at the ACFE Fraud Conference Middle East, hosted by the General Directorate of Residency and Foreigners Affairs (GDRFA) in Dubai, 23-25 February 2020.
I will be presenting the session Emerging Tools and Trends to Assess and Monitor Fraud Risks.
This conference is your opportunity to join more than 400 anti-fraud professionals and discover the latest tools, techniques and trends to address anti-fraud challenges faced in the Middle East. Anti-fraud experts like myself will be presenting educational sessions where you can earn up to 20 CPE!
Learn About My Session

11:14
5GE
pages.fraudconference.com
ACFE
Association of Certified Fraud Examiners
FRAUD CONFERENCE
MIDDLE EAST
23-25 FEBRUARY | DUBAI
SEE ME SPEAK
LEARN MORE
I'm Speaking at the 2020 ACFE Fraud Conference Middle East
Join me at the ACFE Fraud Conference Middle East, hosted by the General Directorate of Residency and Foreigners Affairs (GDRFA) in Dubai, 23-25 February 2020.
I will be presenting the session Deep Dive: Taking Fraud Risk Assessment to the Next Level.
This conference is your opportunity to join more than 400 anti-fraud professionals and discover the latest tools, techniques and trends to address anti-fraud challenges faced in the Middle East. Anti-fraud experts like myself will be presenting educational sessions where you can earn up to 20 CPE!
Learn About My Session

Influencer Marketing Tips

- Create the collateral and copy for them
- Coordinate a mass push – pick a date or week
- Get buy-in in advance, and remind them
- Incentivize participation - run a contest
- Measure the results

Report

Live

Configure report | Get short link | Copy shareable link | Export to CSV

Views

6,293

2 Views per User 13 Views per Conversion

Clicks

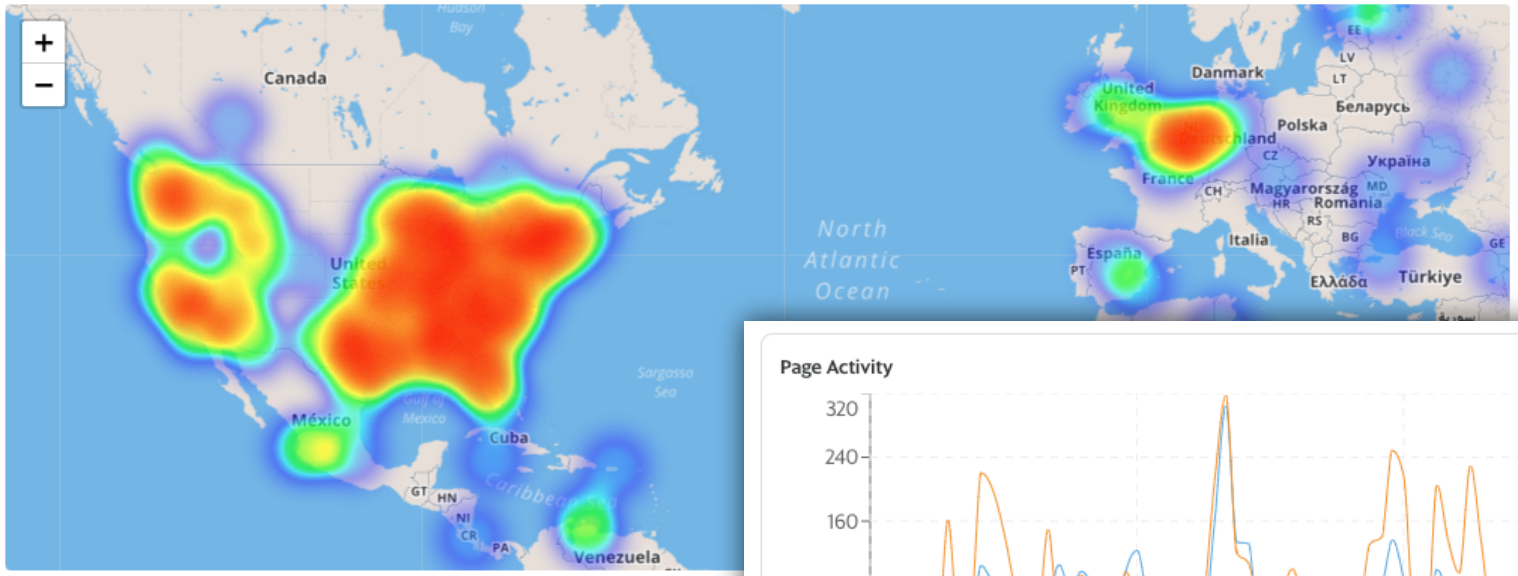
2,451

38.95% CTR

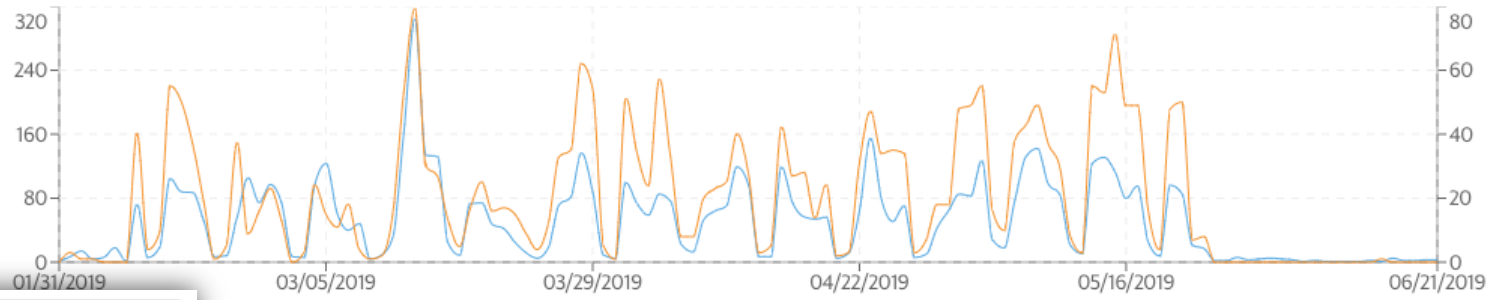
Reach

2,595

Activity Heatmap



Page Activity



ROI

$48,950.00

Conversions

489

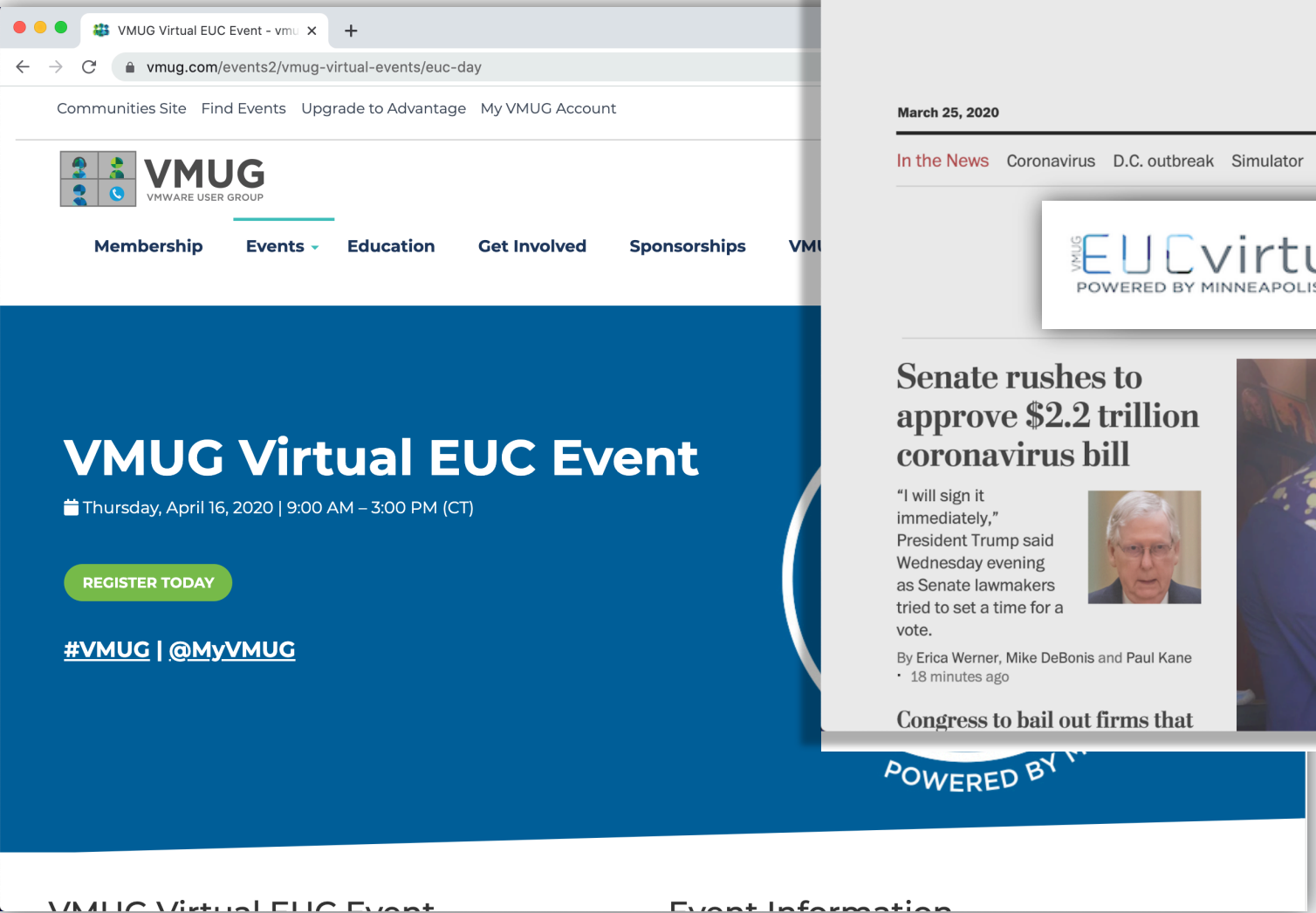
7.8% of 6,259 people in Goal segment

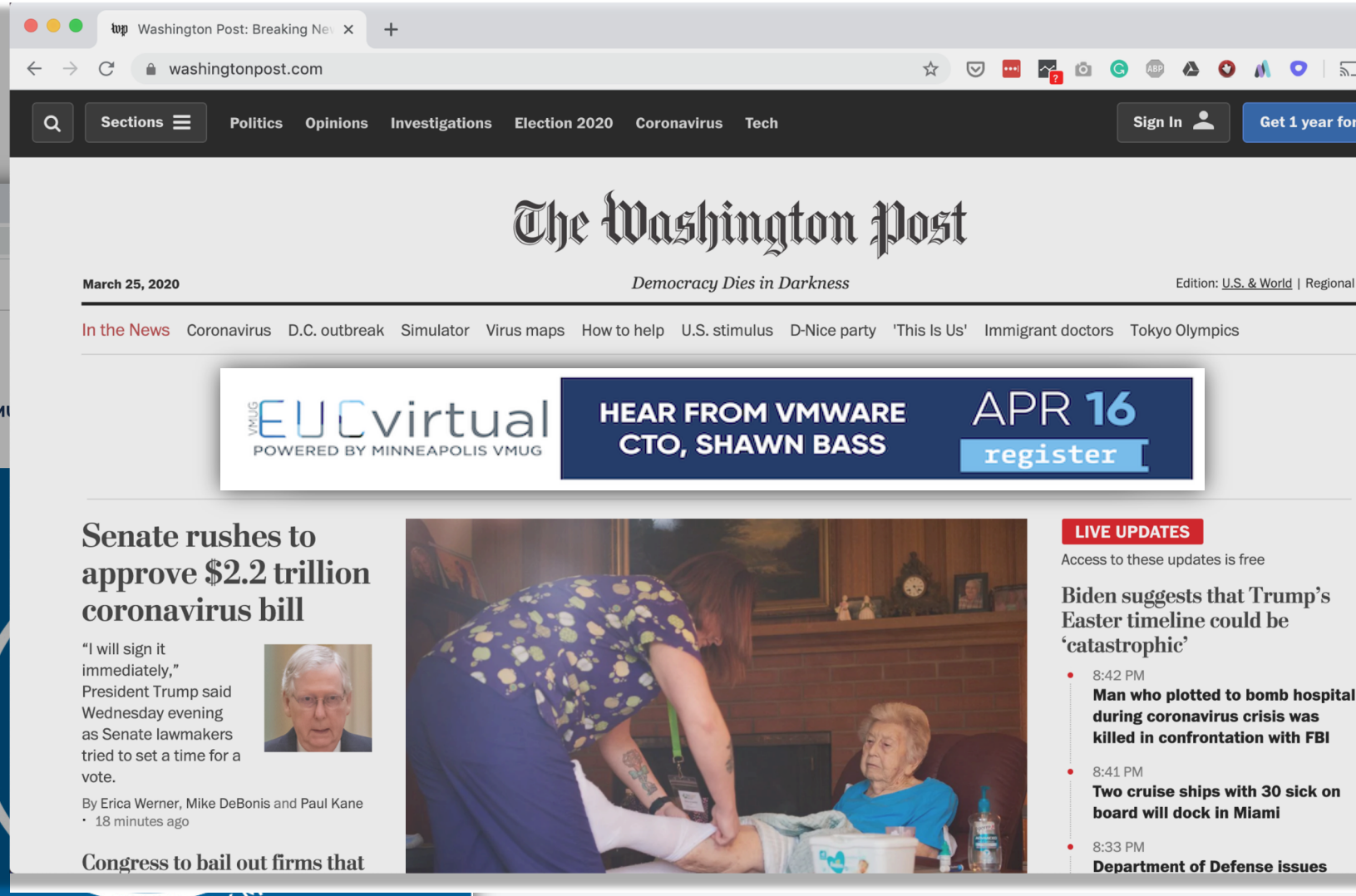
The Case for Targeted Digital Advertising

Ad Retargeting 101

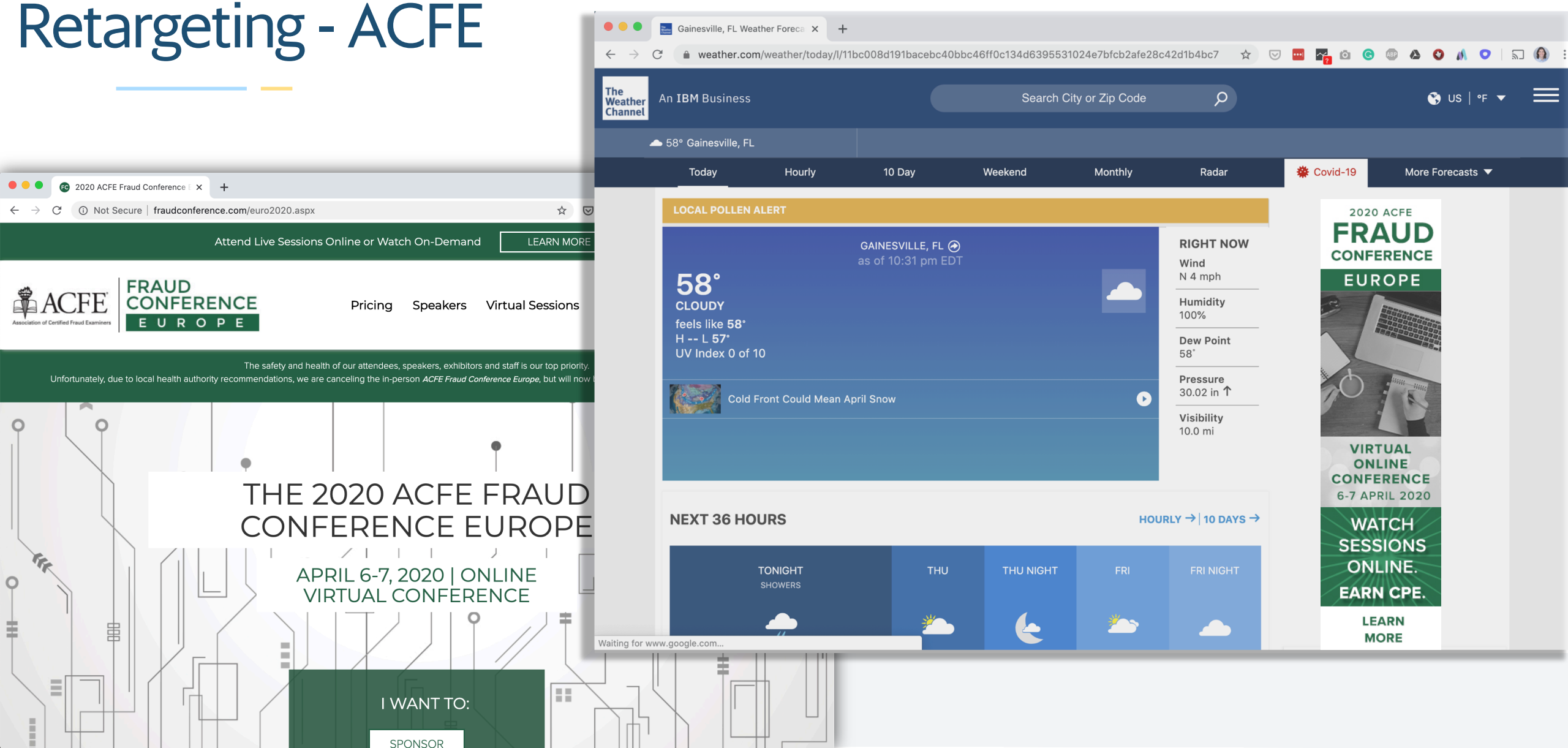
Ad Retargeting 101

Retargeting - VMUG





Retargeting - ACFE



People are spending a lot more time online right now...

CNBC MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

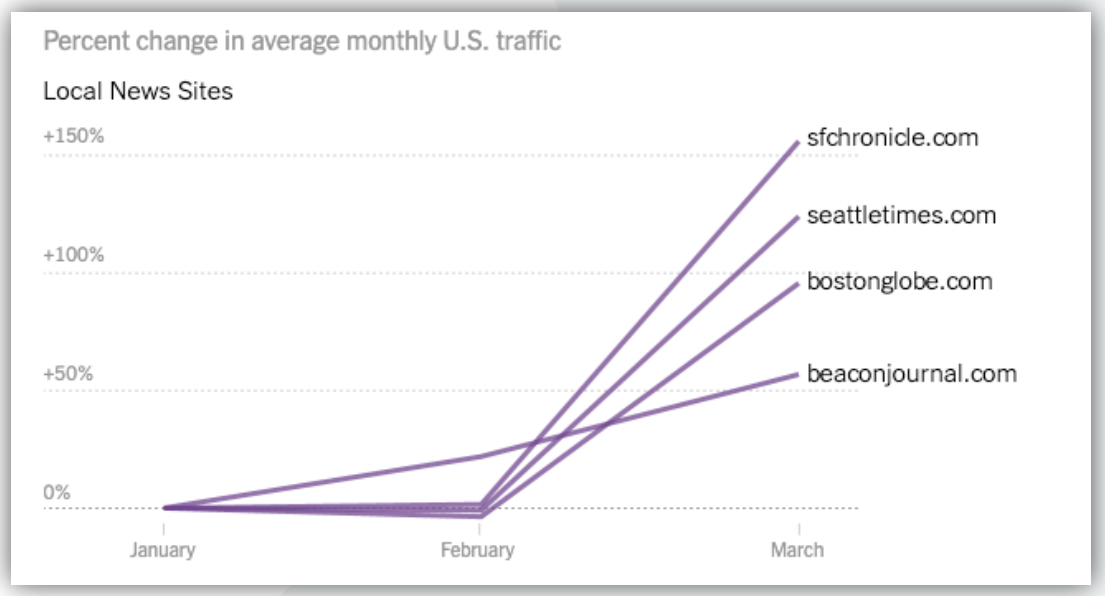
Web traffic spiked 20% in one week amid coronavirus shutdown, Verizon CEO says

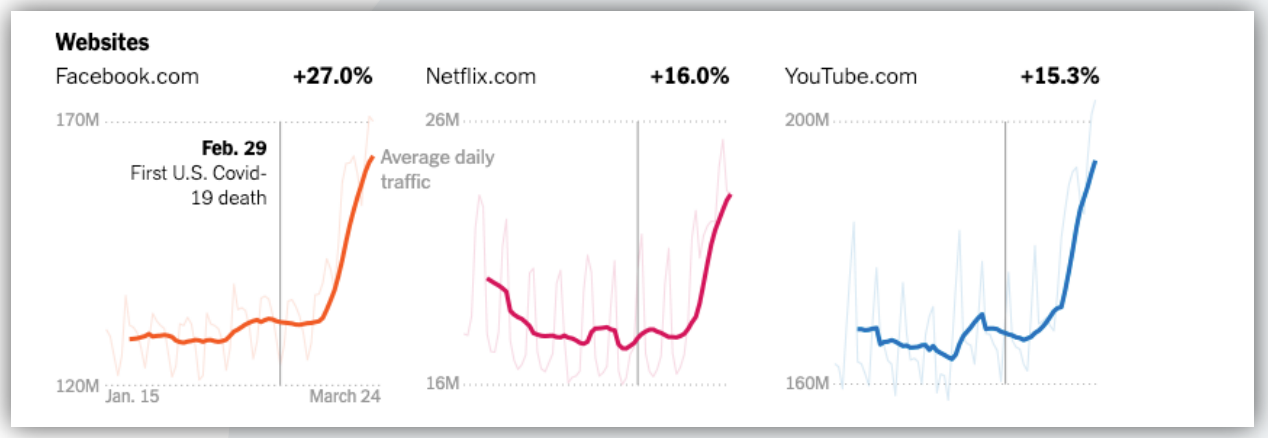
The Guardian

Vodafone reports 50% rise in internet use as more people work from home

Forbes

COVID-19 Pushes Up Internet Use 70%



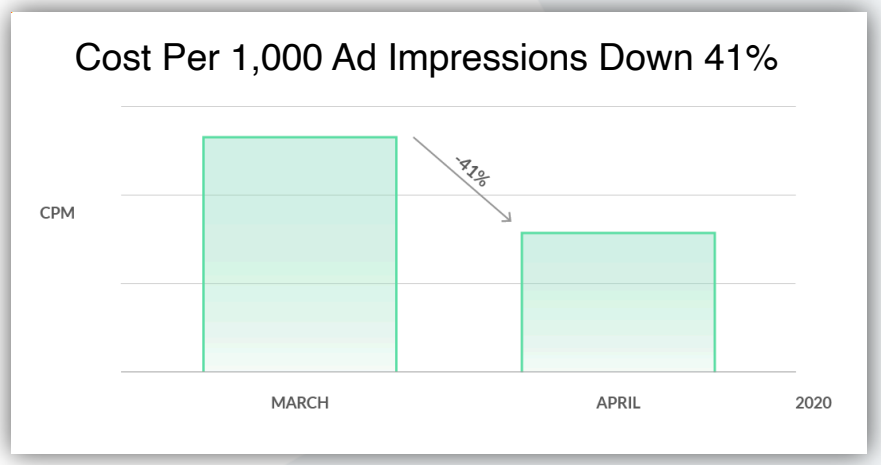


...yet digital advertising is more affordable and less crowded than ever

ADWEEK NEWS EVENTS WEBINARS CONNECT YOUR CAREER

CORONAVIRUS

Ad Spend, Cost Per Click Take a Hit During the Coronavirus Crisis



THE WALL STREET JOURNAL.

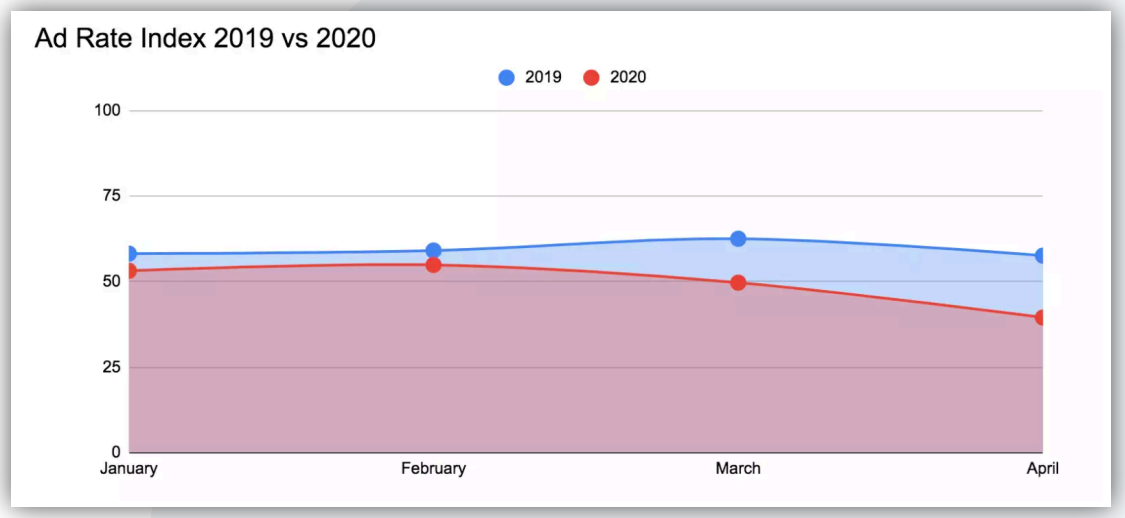
English Edition | April 20, 2020 | Print Edition | Video

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ. Magazine

CMO TODAY

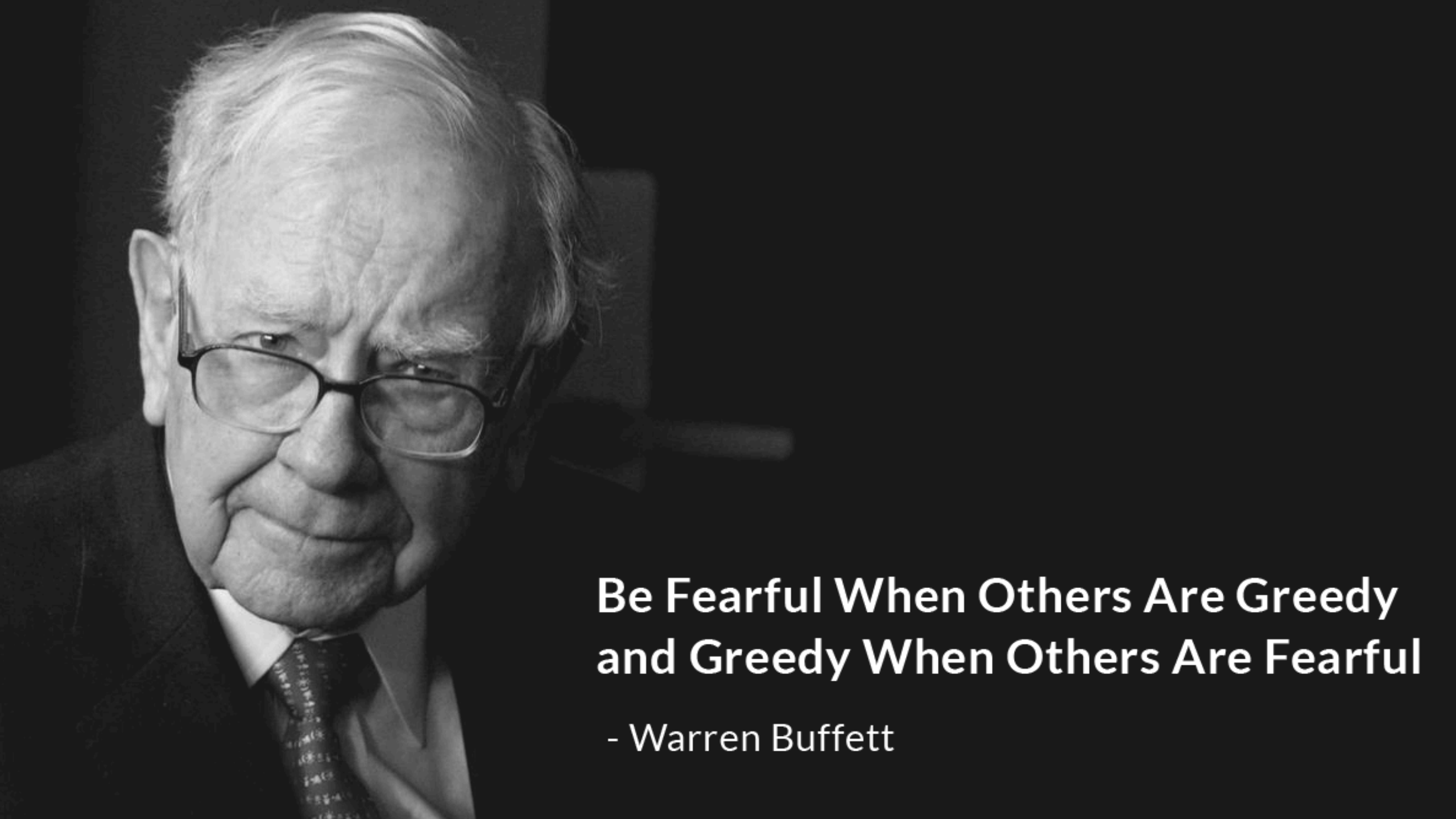
CMO TODAY

Facebook Ad Rates Fall as Coronavirus Undermines Spending



Vox recode

The pandemic is driving media consumption way up. But ad sales are falling apart.


Be Fearful When Others Are Greedy
and Greedy When Others Are Fearful
- Warren Buffett

Programmatic Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website

Programmatic Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website
Email List Matching (“CRM Retargeting”)	Are on one of your email lists

Programmatic Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website
Email List Matching (“CRM Retargeting”)	Are on one of your email lists
Geofencing	Were in a specific building recently

Programmatic Advertising

Campaign Type	Reaches people who…
Site Retargeting	Recently visited a page on your website
Email List Matching (“CRM Retargeting”)	Are on one of your email lists
Geofencing	Were in a specific building recently
Search Keyword	Recently searched a specific word/phrase

Programmatic Advertising

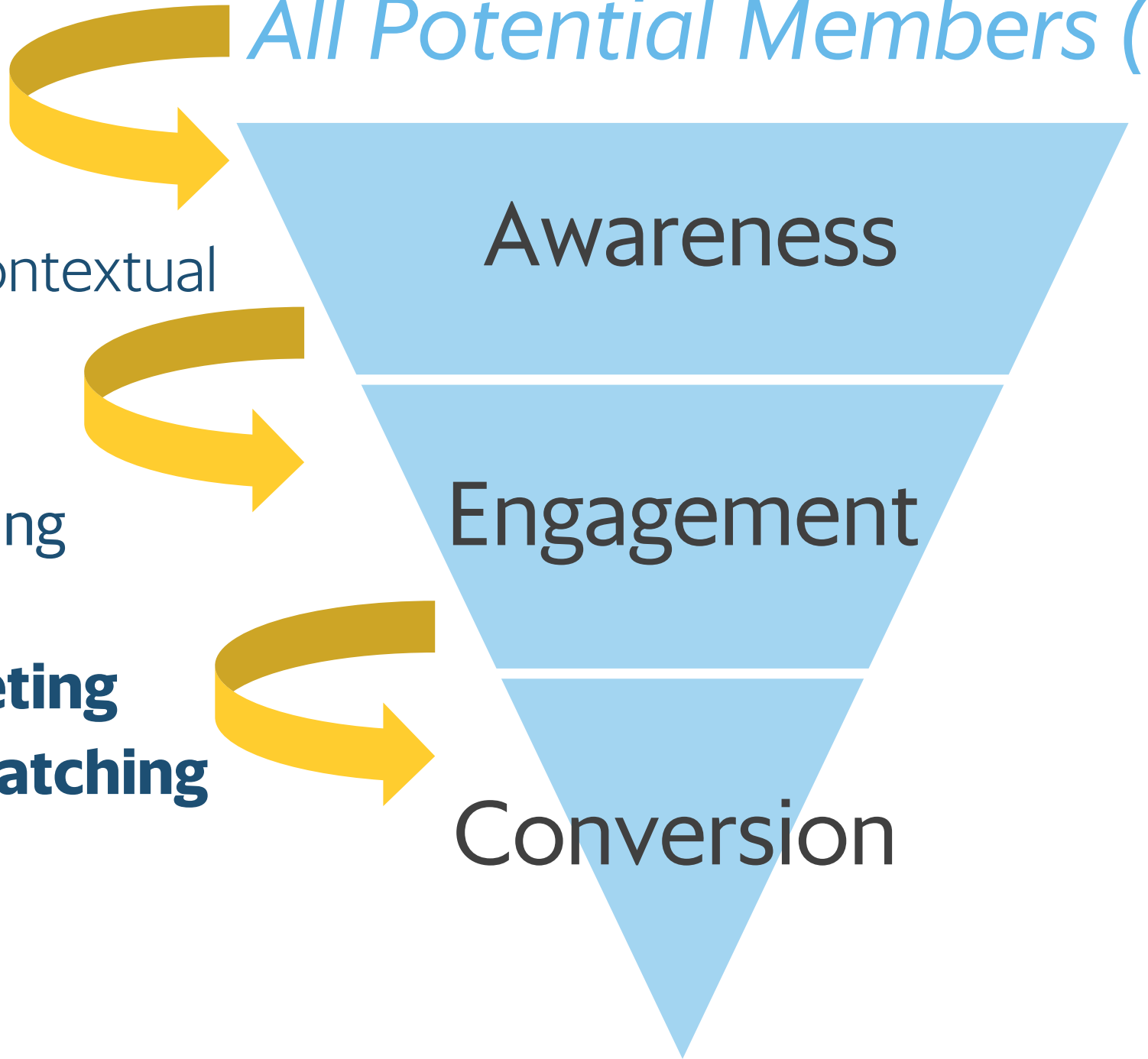
Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website
Email List Matching (“CRM Retargeting”)	Are on one of your email lists
Geofencing	Were in a specific building recently
Search Keyword	Recently searched a specific word/phrase
Lookalike Audiences	Are similar to your audiences

Programmatic Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website
Email List Matching ("CRM Retargeting")	Are on one of your email lists
Geofencing	Were in a specific building recently
Search Keyword	Recently searched a specific word/phrase
Lookalike Audiences	Are similar to your audiences
Persona, Interest, Contextual	Are tagged and profiled by third-party data vendors based on browsing/shopping

- Geofencing
- Search Keywords
- Lookalike
- Persona/Interest/Contextual

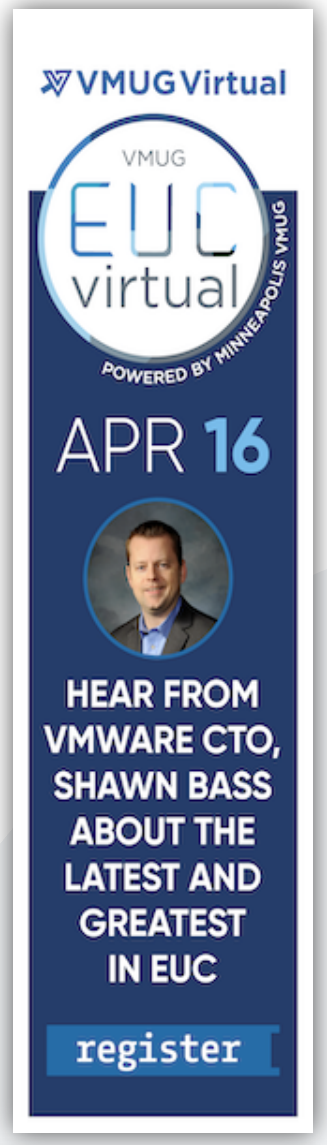
All Potential Members (TAM)



- Site Retargeting
- Email List Matching

- **Site Retargeting**
- **Email List Matching**

Ad Examples – VMWare User Group



Ad Examples - Maine Osteopathic Association

Ad Examples - Association of Certified Fraud Examiners

Geofencing Ideas (Awareness)

Retroactively target...

- Offices and corporate campuses
- Universities and colleges
- Convention centers during industry events
- Hospitals and healthcare facilities
- Specialized/professional retail

Email List-Matching Ideas (Engagement)

Target people who…

- Previously attended your events within the last year
- Are subscribed to your newsletter or publication
- Have participated in a webinar or CE offering
- Have downloaded a whitepaper or report
- Active or previously active members

Site Retargeting Ideas (Engagement/Conversion)

Segmented campaigns based on web behavior:

- "Shopping cart abandonment" – who started reg but didn't complete it?
- What sections of the event website did they click? Specific speakers/tracks, networking options, etc
- Readers of your blog – which articles or sections or topics have they been visiting online?

Thank you :)

aidan@feathr.co