

# Marketing for Virtual Events - Considerations and Campaign Ideas

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Aidan Augustin  
Co-Founder and President





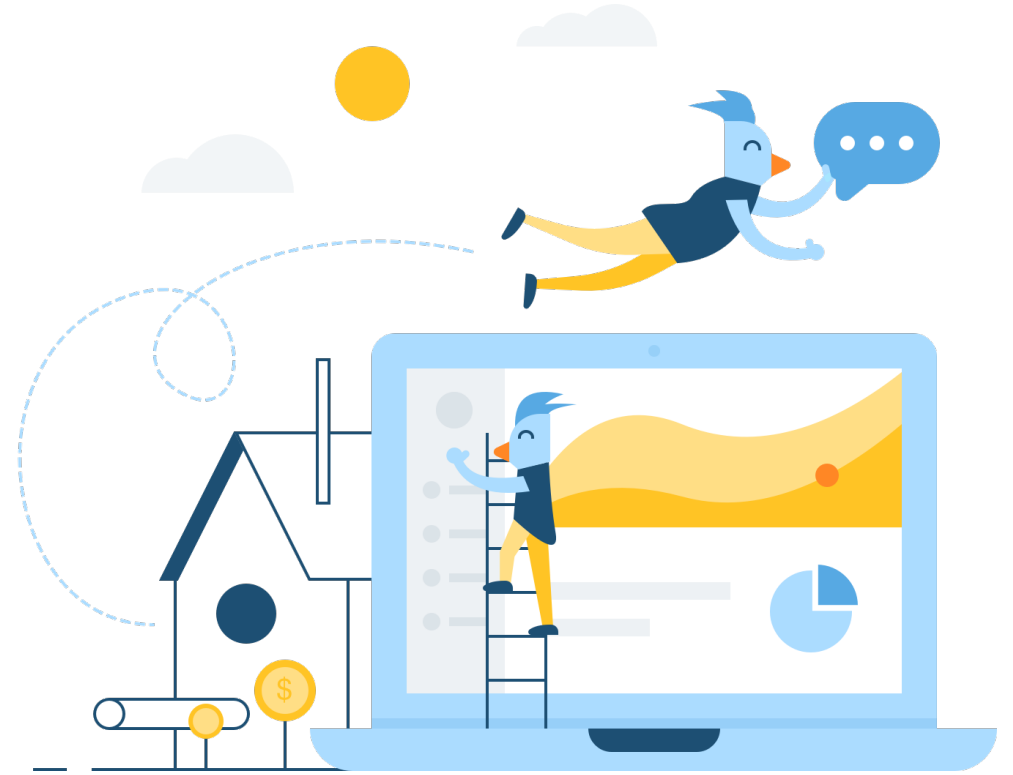






## Marketing technology used by:

- ~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?

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- 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?

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- 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

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- 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?

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- 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!

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Which would make you most excited about a virtual event?

Relevant Industry Speakers & Panels

Big-Name Keynote Speaker (non-industry)

CE Credits

1:1 Meetings (Exhibitors)

1:1 Meetings (Peers)



The screenshot shows a web browser window with the following elements:

- Browser Bar:** Chrome, File, Edit, View, History, Bookmarks, People, Window, Help. Address bar: <https://acrpnet.org/career-center/>. Incognito mode is active.
- Top Navigation Bar:** THE ASSOCIATION OF CLINICAL RESEARCH PROFESSIONALS. Search icon, CONTACT US, LOGIN, BECOME A MEMBER (highlighted in green).
- Secondary Navigation Bar:** ACRP logo, CERTIFICATIONS, COURSES, COMMUNITY, CAREERS, EVENTS, BUSINESS SERVICES, ABOUT ACRP.
- Breadcrumbs:** HOME > CAREERS.
- Section Header:** Careers.
- Main Content Area:** Three columns with call-to-action buttons:
  - 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](#)
- Footer:** A circular logo with a stylized 'f' in the bottom right corner.



# Marketing Campaign Ideas

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- 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?

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- 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

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- 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

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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

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- 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

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

# Digital Channels

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- 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

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- 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](https://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



## 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 &amp; 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](#)



★ **asae**<sup>®</sup>  
**annual  
meeting  
& exposition**

**AUGUST 10-13, 2019**  
**COLUMBUS, OH**

GREATER COLUMBUS  
CONVENTION CENTER

**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



✚ 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 x



**Aidan Augustin** <invites@feathr.co>  
to aidan ▾

11:32 AM (1 minute ago)



★ **asae**  
annual  
meeting  
& exposition

**AUGUST 10-13, 2019**  
COLUMBUS, OH

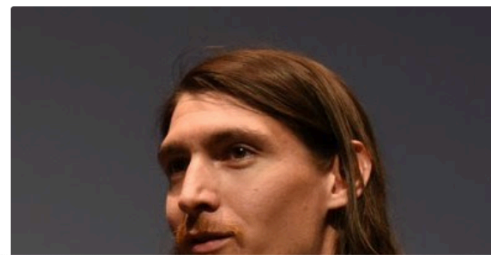
GREATER COLUMBUS  
CONVENTION CENTER



**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



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.



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.







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 \$200





# Influencer Marketing Tips

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- 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

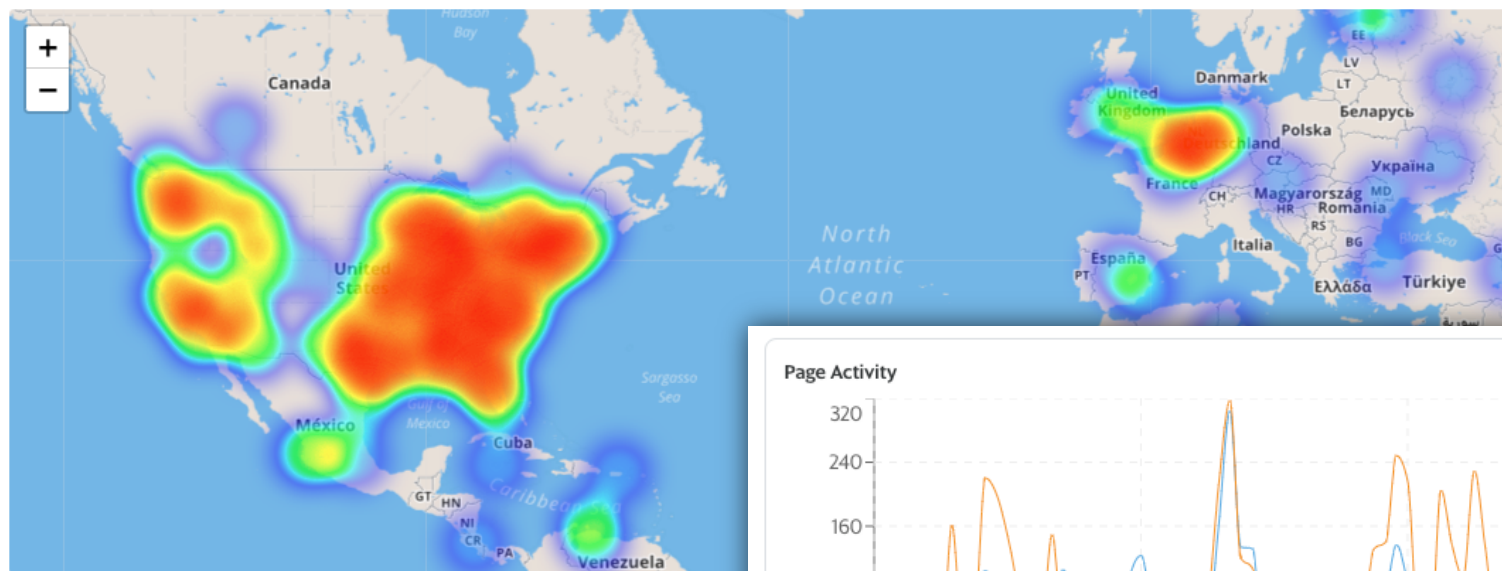
# 2,451

38.95% CTR

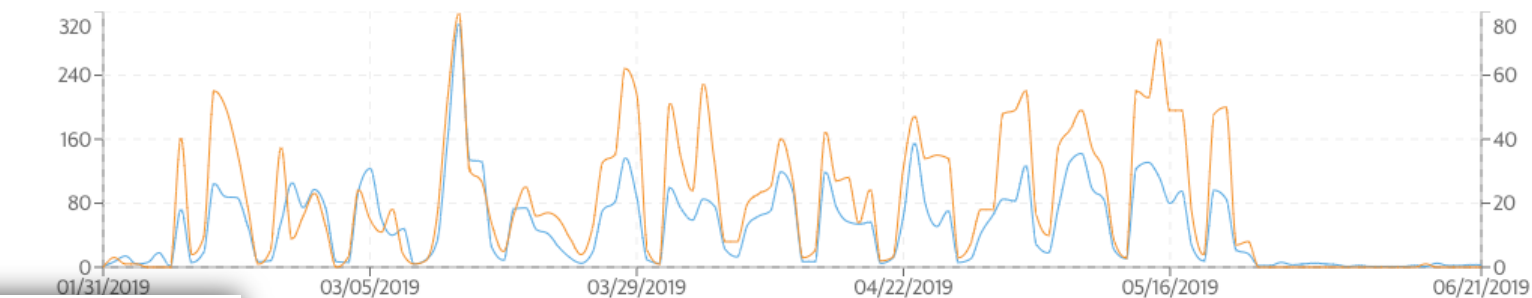
Reach ?

# 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

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# Ad Retargeting 101

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# Retargeting - VMUG

VMUG Virtual EUC Event - vmug.com/events2/vmug-virtual-events/euc-day

Communities Site Find Events Upgrade to Advantage My VMUG Account

**VMUG**  
VMWARE USER GROUP

Membership Events Education Get Involved Sponsorships VMUG

## VMUG Virtual EUC Event

Thursday, April 16, 2020 | 9:00 AM – 3:00 PM (CT)

**REGISTER TODAY**

#VMUG | @MyVMUG

Washington Post: Breaking News

washingtonpost.com

Sections Politics Opinions Investigations Election 2020 Coronavirus Tech Sign In Get 1 year for

# The Washington Post

March 25, 2020 Democracy Dies in Darkness Edition: U.S. & World | Regional

In the News Coronavirus D.C. outbreak Simulator Virus maps How to help U.S. stimulus D-Nice party 'This Is Us' Immigrant doctors Tokyo Olympics

VMUG **EUC**virtual  
POWERED BY MINNEAPOLIS VMUG

**HEAR FROM VMWARE CTO, SHAWN BASS**


**APR 16**  
register

## Senate rushes to approve \$2.2 trillion coronavirus bill

"I will sign it immediately," President Trump said Wednesday evening as Senate lawmakers tried to set a time for a vote.

By Erica Werner, Mike DeBonis and Paul Kane • 18 minutes ago

Congress to bail out firms that



**LIVE UPDATES**

Access to these updates is free

**Biden suggests that Trump's Easter timeline could be 'catastrophic'**

- 8:42 PM  
**Man who plotted to bomb hospital during coronavirus crisis was killed in confrontation with FBI**
- 8:41 PM  
**Two cruise ships with 30 sick on board will dock in Miami**
- 8:33 PM  
**Department of Defense issues**

# Retargeting - ACFE

2020 ACFE Fraud Conference | x

Not Secure | fraudconference.com/euro2020.aspx

Attend Live Sessions Online or Watch On-Demand [LEARN MORE](#)

**ACFE** **FRAUD CONFERENCE EUROPE**

Pricing Speakers Virtual Sessions

The safety and health of our attendees, speakers, exhibitors and staff is our top priority. Unfortunately, due to local health authority recommendations, we are canceling the in-person *ACFE Fraud Conference Europe*, but will now

## THE 2020 ACFE FRAUD CONFERENCE EUROPE

APRIL 6-7, 2020 | ONLINE VIRTUAL CONFERENCE

I WANT TO:

SPONSOR

Gainesville, FL Weather Forecast

weather.com/weather/today/l/11bc008d191bacebc40bbc46ff0c134d6395531024e7bfc2afe28c42d1b4bc7

The Weather Channel An IBM Business

Search City or Zip Code

58° Gainesville, FL

Today Hourly 10 Day Weekend Monthly Radar Covid-19 More Forecasts

### LOCAL POLLEN ALERT

GAINESVILLE, FL  
as of 10:31 pm EDT

**58°**  
CLOUDY  
feels like 58°  
H -- L 57°  
UV Index 0 of 10

Cold Front Could Mean April Snow

**RIGHT NOW**

Wind N 4 mph

Humidity 100%

Dew Point 58°

Pressure 30.02 in ↑

Visibility 10.0 mi

### NEXT 36 HOURS

TONIGHT SHOWERS

THU

THU NIGHT

FRI

FRI NIGHT

2020 ACFE FRAUD CONFERENCE EUROPE

VIRTUAL ONLINE CONFERENCE 6-7 APRIL 2020

WATCH SESSIONS ONLINE. EARN CPE.

LEARN MORE

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

CNBC

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

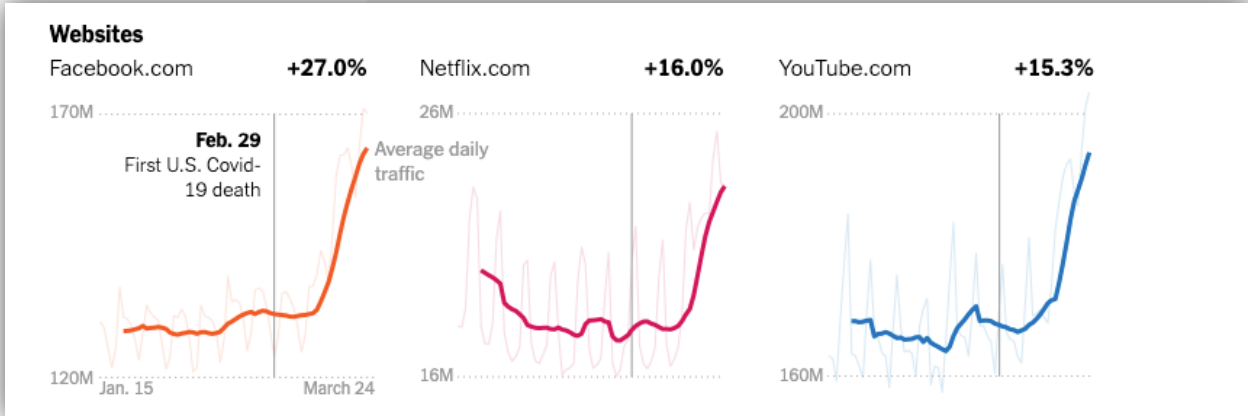
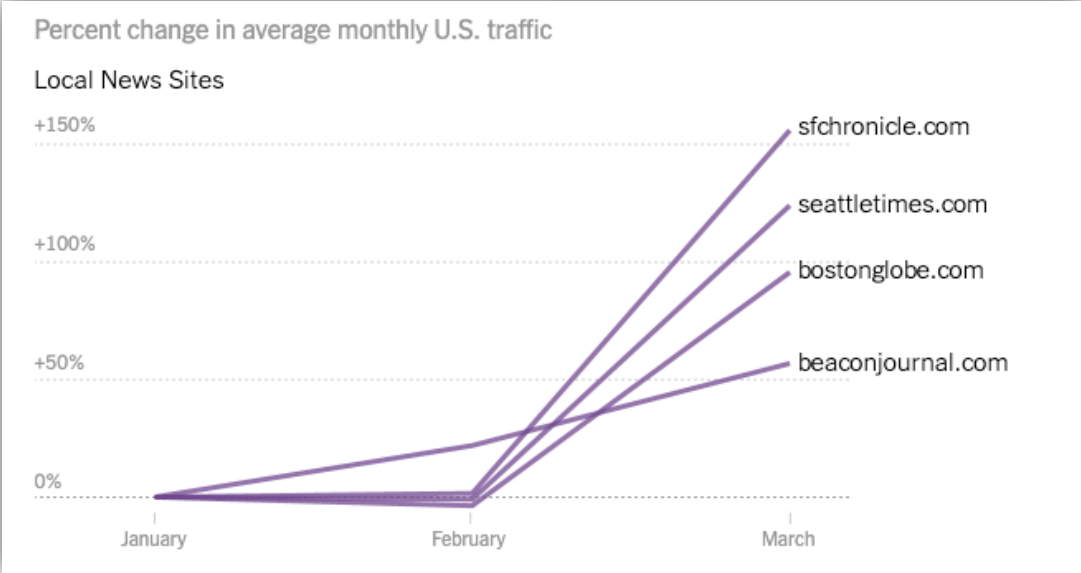
**Web traffic spiked 20% in one week amid coronavirus shutdown, Verizon CEO says**

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

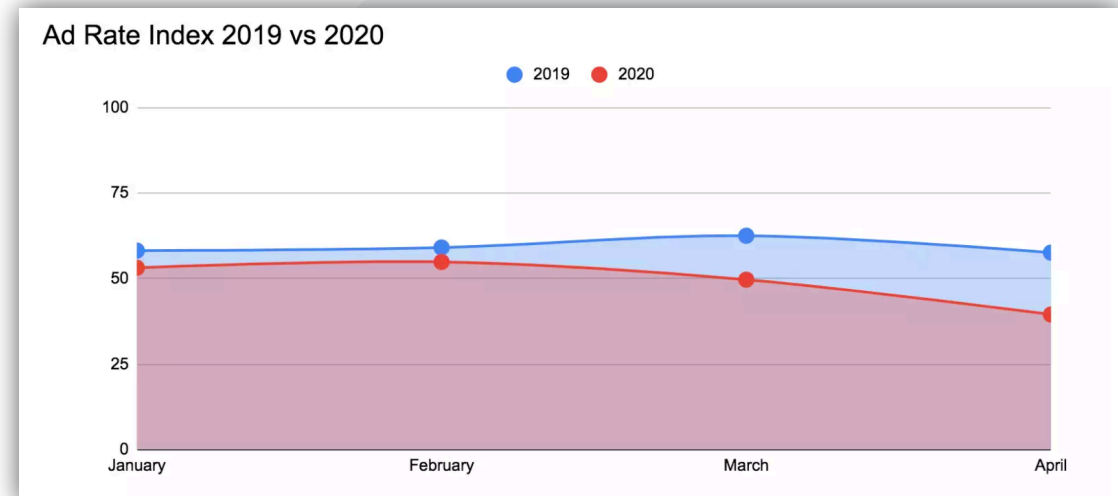
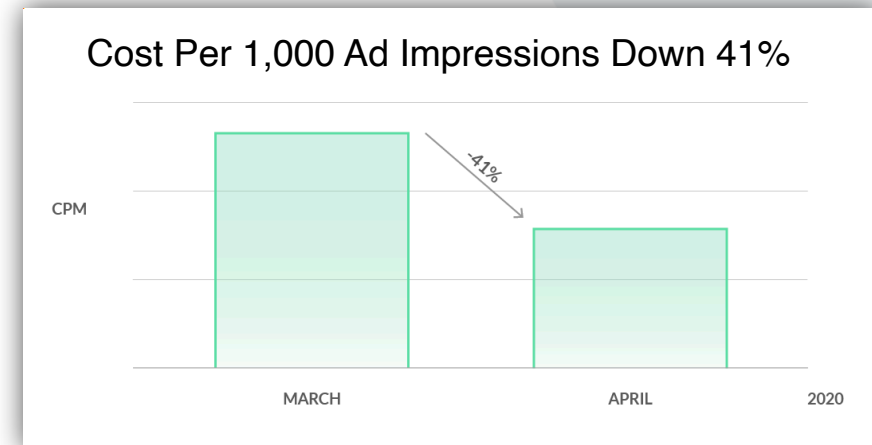
Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine

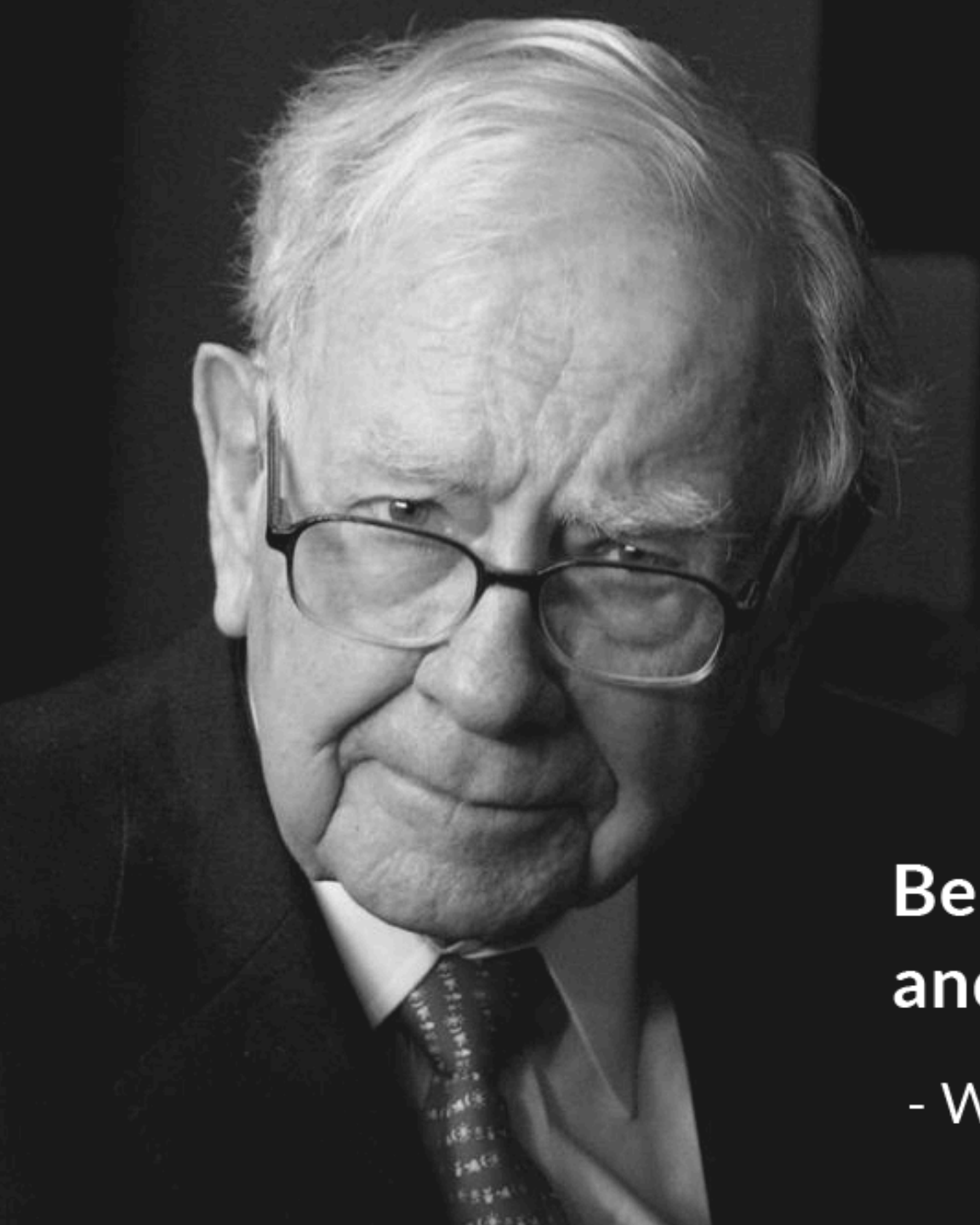
**CMO TODAY**

## 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

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Geofencing	Were in a specific building recently

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Search Keyword	Recently searched a specific word/phrase

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Lookalike Audiences	Are similar to your audiences

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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)*

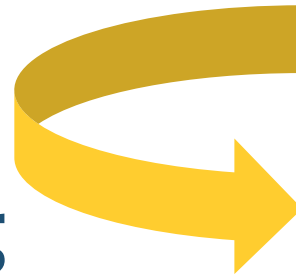
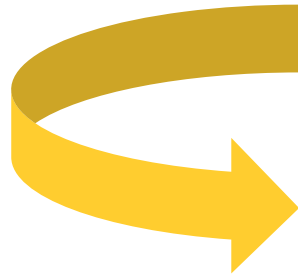
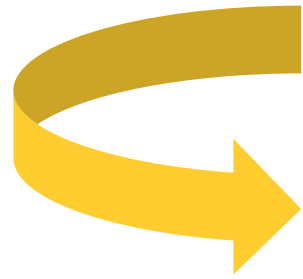
Awareness

- Site Retargeting
- Email List Matching

Engagement

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

Conversion



# Ad Examples – VMWare User Group

VMUG **EUC**virtual  
POWERED BY MINNEAPOLIS VMUG


**HEAR FROM VMWARE  
CTO, SHAWN BASS  
ABOUT THE LATEST AND  
GREATEST IN EUC**

**APR 16** [register](#)

VMUG Virtual

VMUG  
**EUC**  
virtual  
POWERED BY MINNEAPOLIS VMUG

**APR 16**



**HEAR FROM  
VMWARE CTO,  
SHAWN BASS  
ABOUT THE  
LATEST AND  
GREATEST  
IN EUC**

[register](#)

VMUG **EUC**virtual  
POWERED BY MINNEAPOLIS VMUG

**HEAR FROM VMWARE  
CTO, SHAWN BASS**

**APR 16**  
[register](#)

# Ad Examples - Maine Osteopathic Association



Virtual Convention  
2020

Maine <sup>D.O.</sup>  
osteopathic  
Association

**June 5th-7th**  
Register NOW for a live  
experience from your couch!

This advertisement features a background image of a laptop screen displaying code. The text is overlaid on the image, with the event title in a script font and the dates in a bold, sans-serif font.



Maine <sup>D.O.</sup>  
osteopathic  
Association

**VIRTUAL**  
Annual Convention

JUNE 5TH-7TH, 2020

20+ CME Credits from Home!

This advertisement features a background image of hands typing on a laptop keyboard. The text is overlaid on the image, with the event title in a large, bold, sans-serif font and the dates in a smaller, bold, sans-serif font.



Maine <sup>D.O.</sup>  
osteopathic  
Association

**VIRTUAL  
CONFERENCE**  
JUNE 5-7, 2020  
Register NOW!

This advertisement features a background image of a laptop keyboard and a smartphone. The text is overlaid on the image, with the event title in a large, bold, sans-serif font and the dates in a smaller, bold, sans-serif font.



# Ad Examples - Association of Certified Fraud Examiners



# Geofencing Ideas (Awareness)

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## 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)

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## 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)

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## 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](mailto:aidan@feathr.co)