



The Modern Event Marketer's Toolkit

Technology and techniques for attendee acquisition



Aidan Augustin
President and Co-Founder





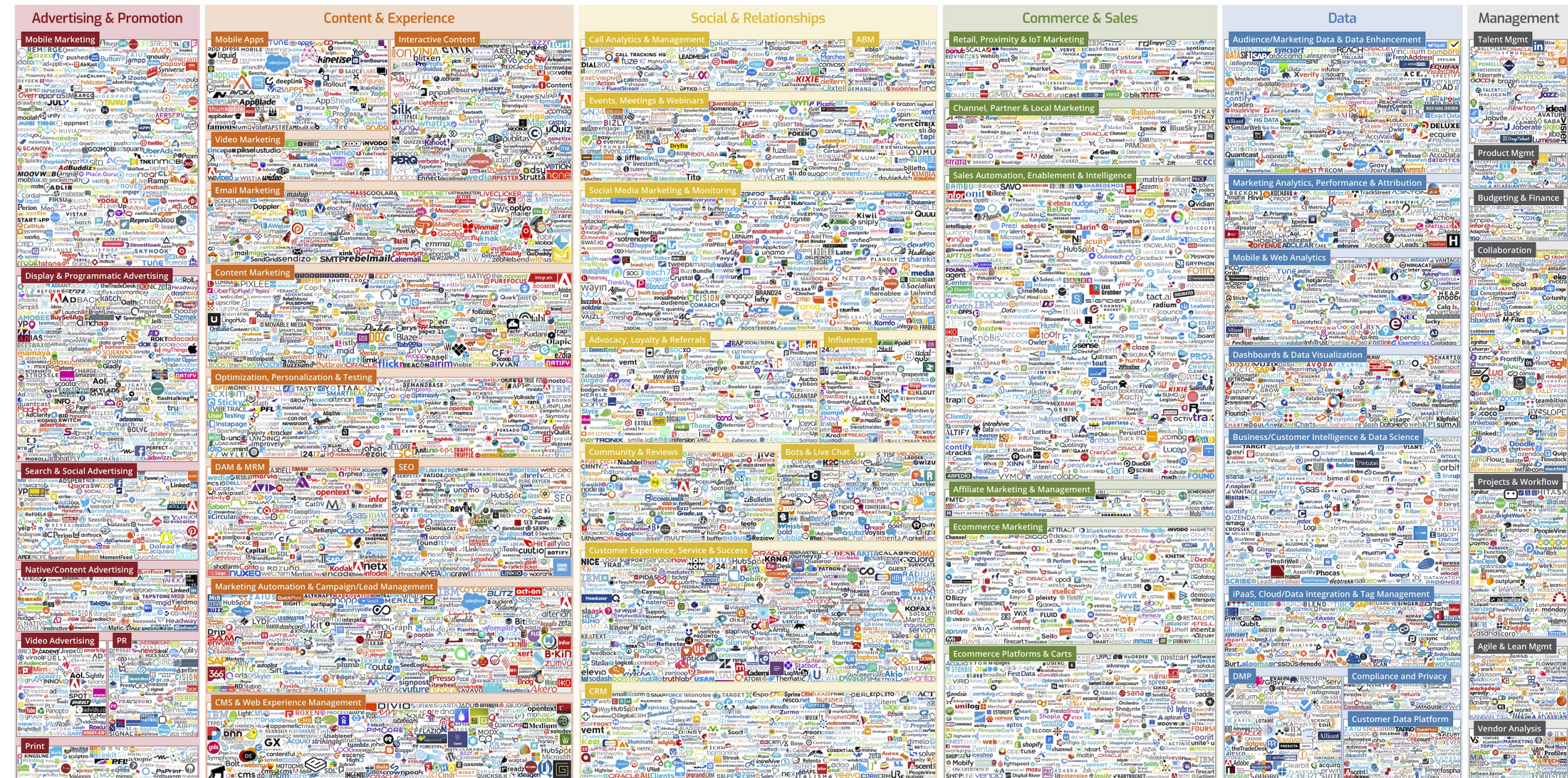
Agenda

1. Acquisition
2. Analytics

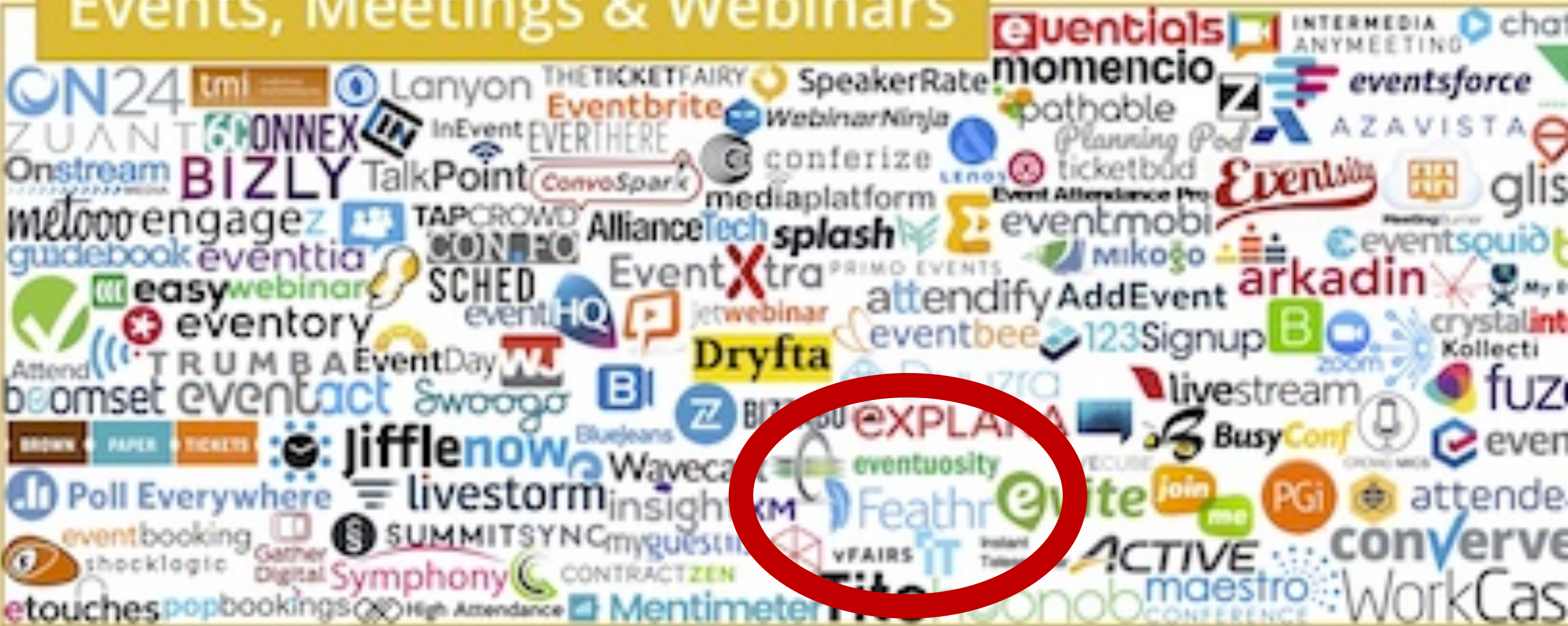


Agenda

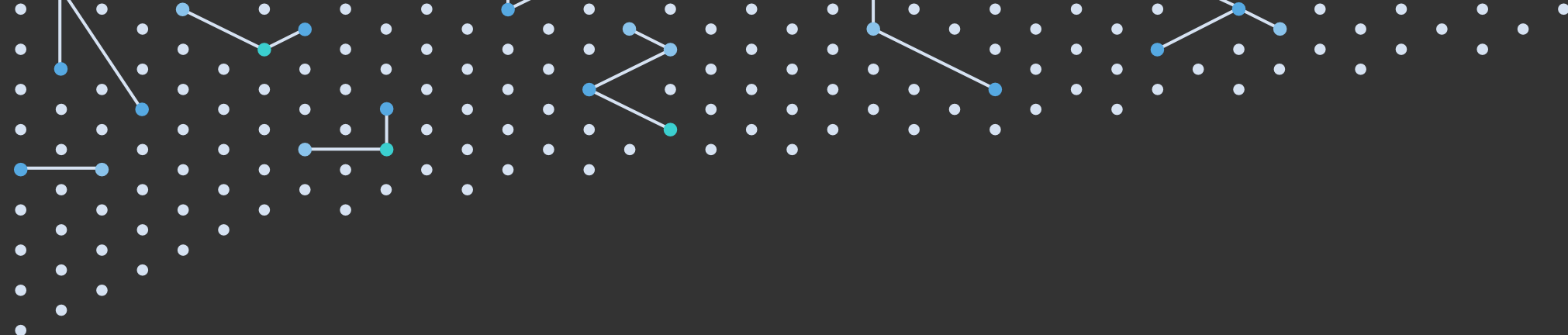
1. Acquisition
2. Analytics




Events, Meetings & Webinars



Social Media Marketing & Monitoring



Part 1: Acquisition

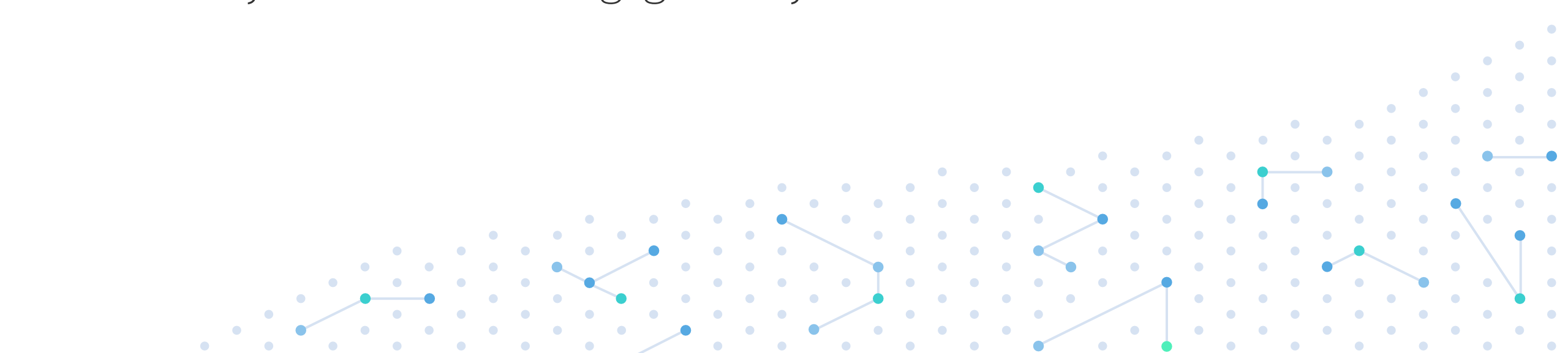
- 
- Ad Targeting
 - Traffic
 - Conversion
 - Website Engagement

- Influencer Marketing
- Social Reg/Invites
- Email Automation
- Content Marketing



Ad Targeting - Traffic

Reach new audiences and drive them to visit your website or engage with your content.





Select specific targeting criteria to zero in on your ideal audience:

Company name


Company industry


Company size


Job title


Job function


Job seniority


Member schools


Fields of study


Degrees


Member skills


Member groups


Member gender


Member age


Years of experience


Company followers


Company connections


dog training

Get Ideas

Modify search





















Ad group: Dog School

1 of 47 ad group ideas



Download



Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to
dog training schools	 1,300	High	\$5.95	—	
dog training school	 1,300	High	\$5.37	—	
police dog training schools	 140	High	\$4.12	—	
service dog training schools	 210	High	\$4.16	—	
dog obedience training school	 110	High	\$5.20	—	
professional dog training schools	 170	High	\$6.68	—	
obedience school for dogs	 1,600	High	\$2.81	—	
dog school	 1,900	Medium	\$2.68	—	
dog training boarding school	 140	High	\$1.89	—	
dog training schools online	 90	High	\$9.47	—	



Website Engagement

Every time someone visits your website or reads your content is a golden opportunity. You have their attention, maximize it!

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Walk Expo Hall

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WHAT IS ITC?



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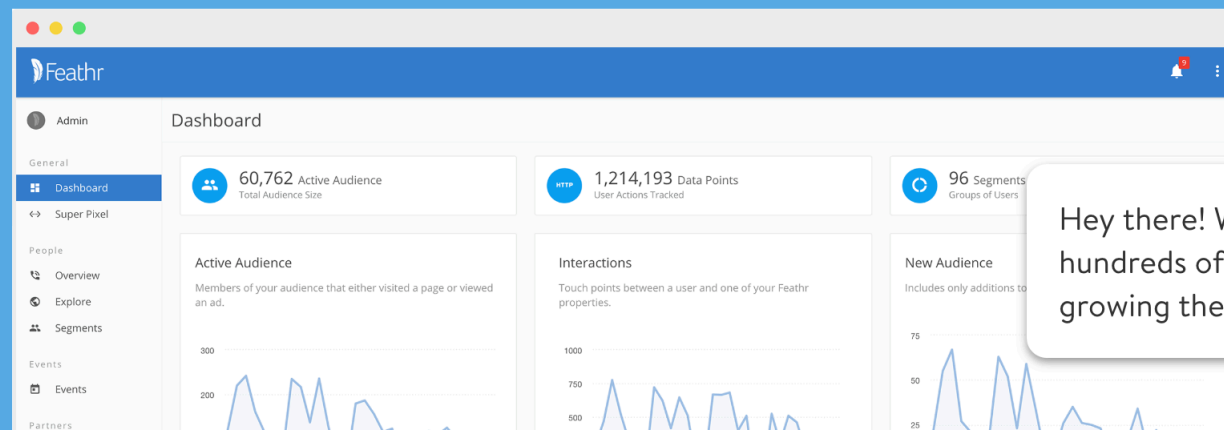
THE WORLD'S LARGEST GATHERING OF INSURANCE LEADERS AND INNOVATORS

WHAT IS ITC?



Grow, engage, and convert your audience.

Modern marketing software for increasing event attendance and overall membership – built exclusively for events and associations.



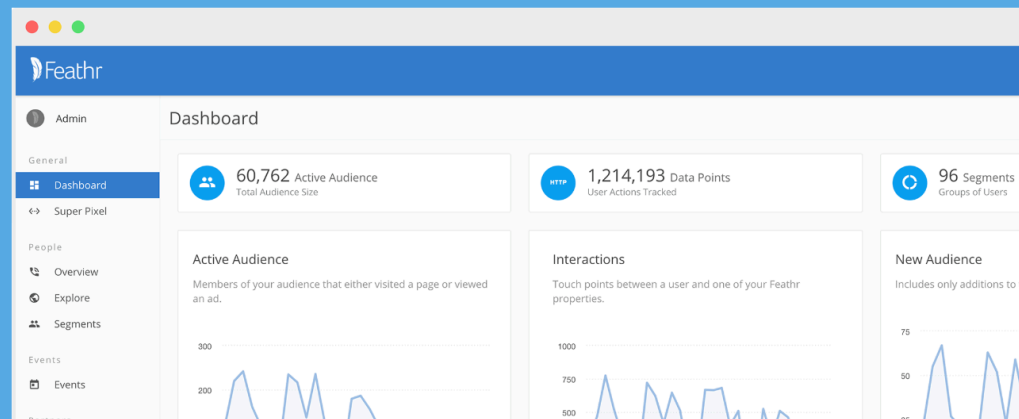
Hey there! Want to learn how hundreds of customers are growing their events?



Products ▾ Solutions ▾ Customers Partners Pricing

Grow, engage, and convert your audience.

Modern marketing software for increasing event attendance and overall membership – built exclusively for event associations.



FeathrBot



FeathrBot

Hey there! Want to learn how hundreds of customers are growing their events?



See how others use Feathr.

FeathrBot

Makes sense. Our [customers page](#) includes a bunch of customer stories that will help! This recent case study shows [how AMCP drove more than 1000 registrations](#) with Feathr.



Academy of
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Pharmacy®

The Academy of Managed Care Pharmacy | Feathr

AMCP drives event attendance and revenue with Feathr – seeing 9x ROI

Reply to FeathrBot



We're ⚡ by Drift

Our mission: your success

See why 1000+ events and associations choose Feathr

Hear directly from our customers

A story from Access Intelligence.



Abhay Khurana

Hey there! Let us know if we can help with anything.

Type your message...

We're ⚡ by [Drift](#)



Website Engagement



SUMO



Feathr



Drift



Ad Targeting - Conversion

Reach your existing audiences and drive them to convert (i.e. register for your event)







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PROS –
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Ad Targeting - Conversion





Influencer Marketing

Get your speakers, sponsors, and exhibitors to share their involvement + invite customers



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Join Abbey Capital at Global ARC 2018



OCTOBER 22-24, 2018

THE INTERCONTINENTAL BOSTON (MA, USA)

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About Abbey Capital

Abbey Capital Limited ("Abbey Capital") is a leading provider of multi-manager funds in the managed futures industry. Based in Dublin, Ireland the firm was formed in 2000 by Tony Gannon and is currently the largest independent multi-manager allocator to managed futures with notional assets in excess of USD 5.5 billion and cash assets in excess of USD 3.6 billion.

Global ARC 2018 starts in....

124

DAYS

11

HOURS

39

MINUTES

58

SECONDS

Key Figures



REMODE

LOS ANGELES - NOV. 13 - 14, 2018

72

DAYS

09

HOURS

36

MINUTES

56

SECONDS

Catch me speak at REMODE 2018!

REMODE unites fashion brand leaders and industry-wide professionals to inspire solutions for growth and innovation.

Get 20% off your ticket when you use my special code "**ADRIENNE**" at checkout!

[LEARN MORE](#)



Adrienne Shapira
Managing Director
Eurazeo

Experience REMODE

REMODE is built around four pillars: RETHINK, REMAKE, REMARKET, and REINVEST. Through talks, workshops, exhibitors and networking events, each pillar will provide attendees with a targeted exploration of current issues and their solutions.

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Los Angeles - November 13 - 14, 2018



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3 - StartupGNV Inbo...

4 - Preview Inbox (56)

Actual Sales Stuff (4)

BACKLOG (20)

Send Later

► Suzanne

Upcoming Event

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kelly@feathr.co

to Aidan ▾

Mar 14 (6 days ago) ☆



2018NYC

VISION
EXPO

EDUCATION MARCH 15-18 EXHIBIT HALL MARCH 16-18 JAVITS CENTER NEW YORK CITY

00

DAYS

00

HOURS

00

MINUTES

00

SECONDS

You're Invited to Join Frame Barn Optical Supply
at Vision Expo & get a FREE Exhibit Hall pass when you
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Aidan ▾



Make a call

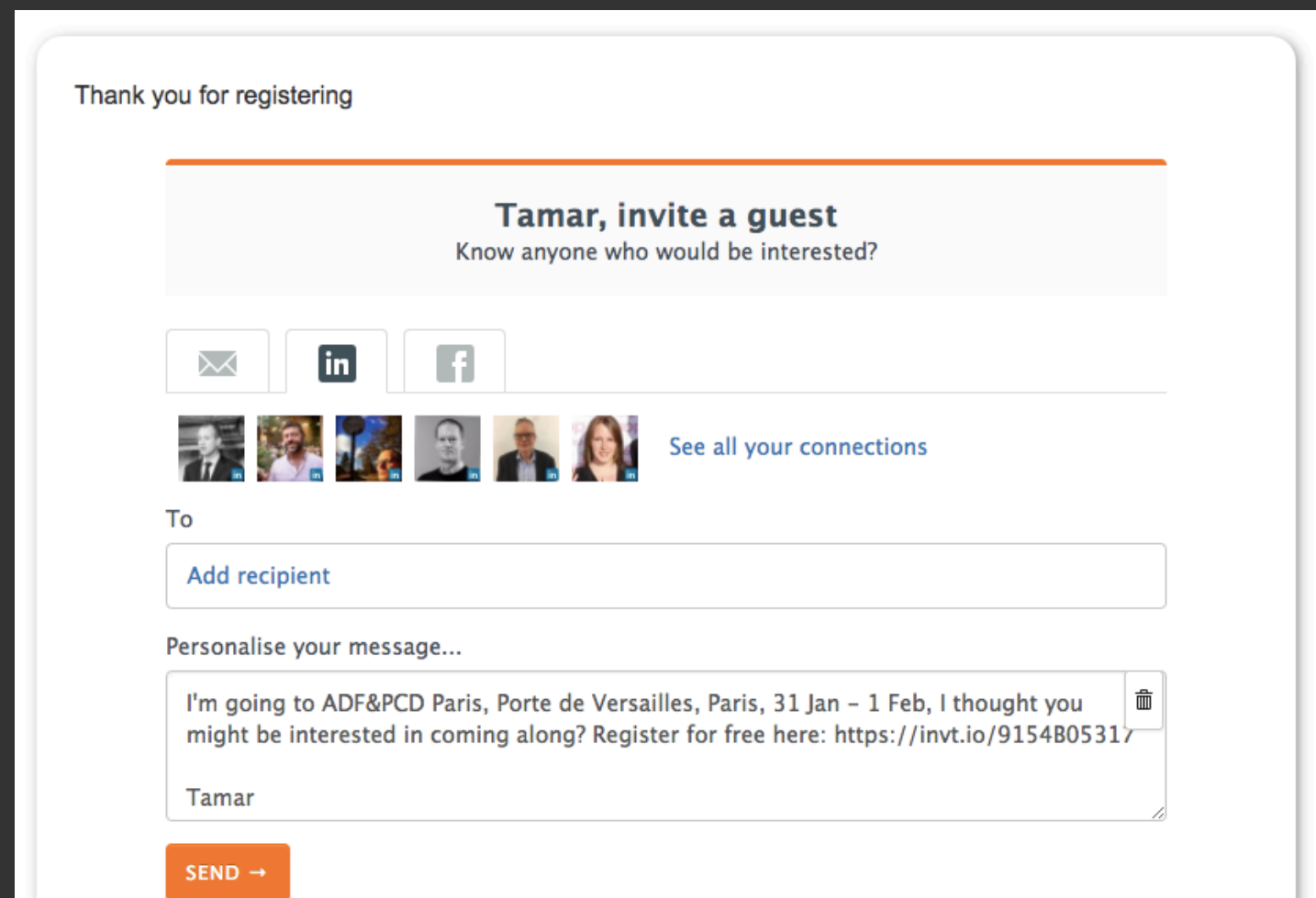
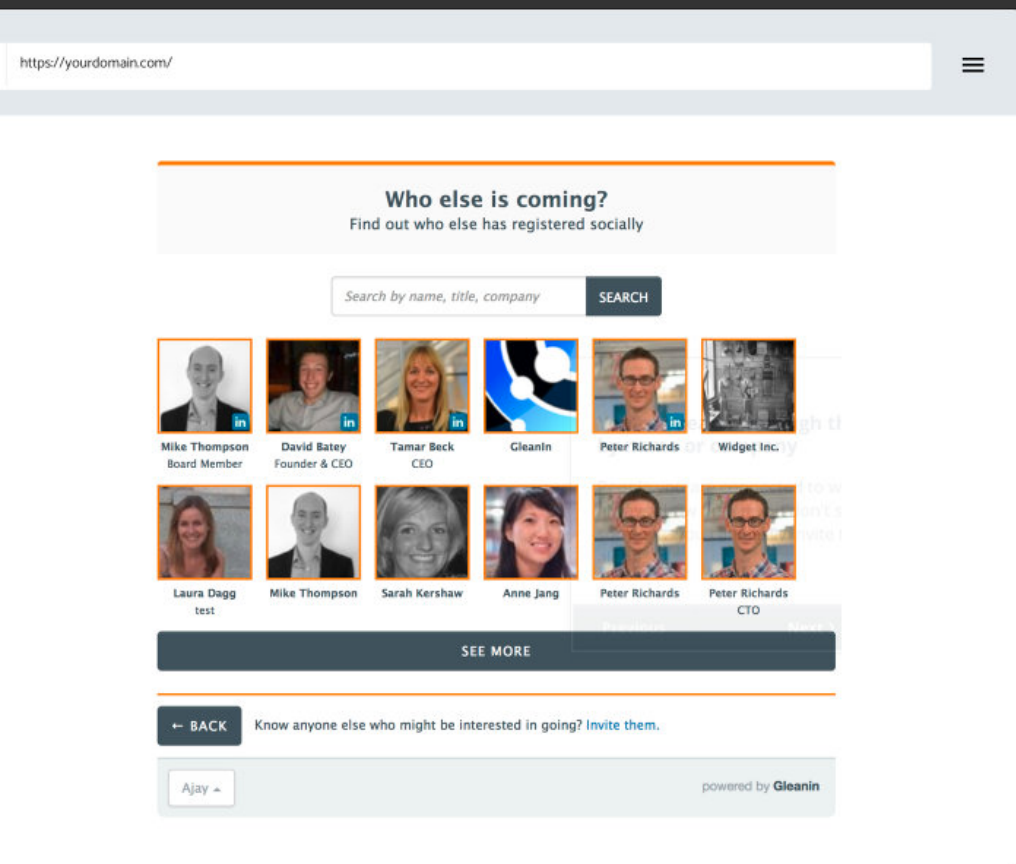
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Social Registration/Invites

Get your registered attendees to share their
involvement + invite peers





Email Automation

Design workflows to segment and nurture your email audience over time



Goal

Description

Actions

Settings

Performance

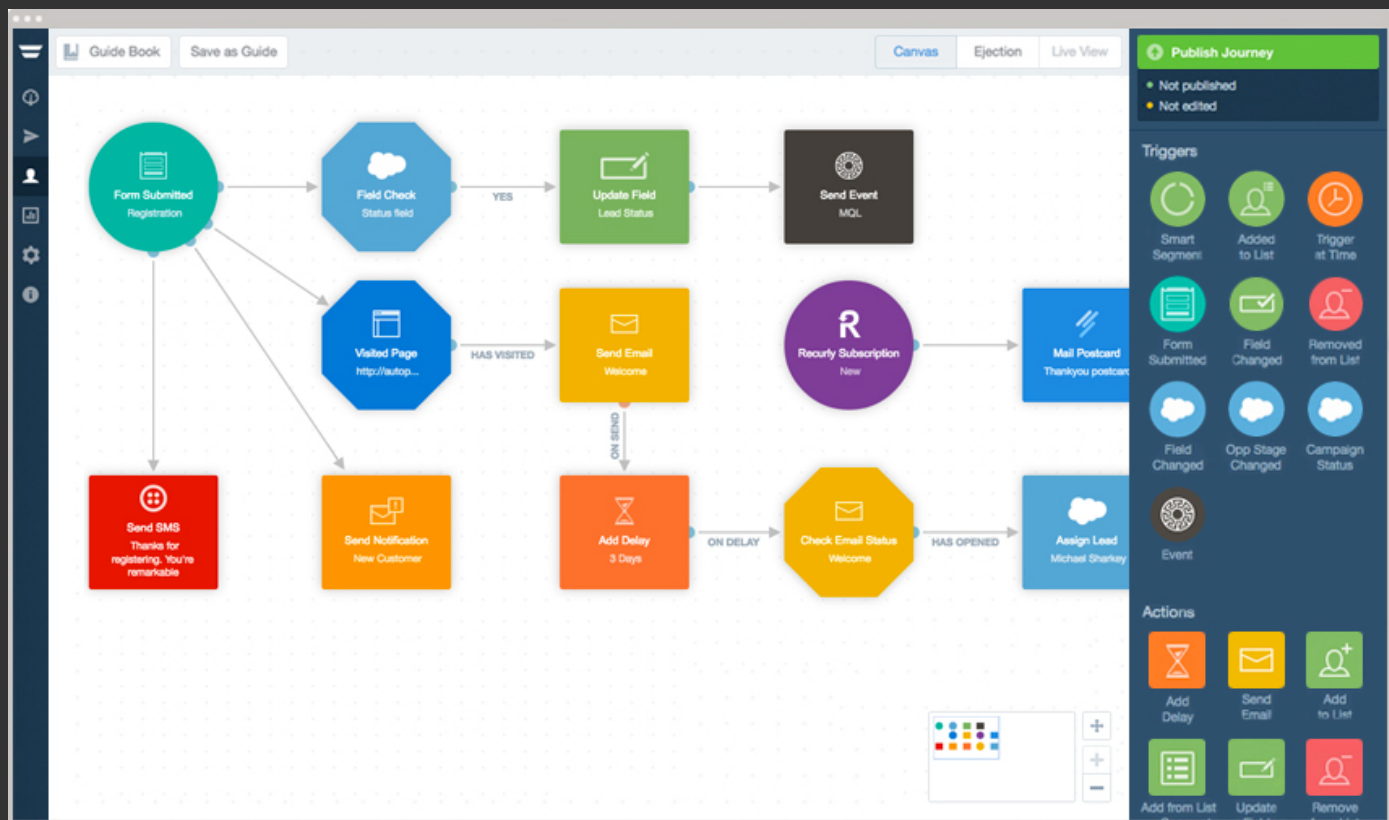
History

Enroll

Clone

Delete







Email Automation

HubSpot = **autopilot**



Content Marketing

Publish interesting material relevant to your audience to establish thought leadership and create new touchpoints with your brand



Products ▾

Solutions ▾

Customers

Partners

Pricing

Resources ▾

Talk to Sales

Log In

Webinar: The Modern Event Marketer's Toolkit

Upcoming Webinar: Tuesday, June 19th, 2018 - 11 AM EDT

Which tools, channels, and strategies do the most successful and technologically-savvy event marketers rely on? How do they use those tools? How *exactly* do they perform? How can you add them to your organization's lineup?

After six years as a tech provider for events Feathr has been able to get up close and personal with the new generation of digital tools successful marketers reach for when working to grow their events.

And we put together a webinar to help you discover which tools could be most powerful for your events or association

First name



Last name

Email

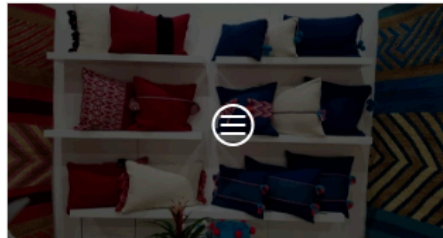
Company name

☐ I'd also like a personalized demo of Feathr.





Latest Blogs



My Near Car Crash & Favourite ID Finds at Dwell on Design

Reblogged article from Claire Jefford Before I head out to any trade show, I rarely have the opportunity to do much research about the location and my planned itinerary. However, I don't think that this is necessarily all bad. I typically have no pre-conceived ideas...

[read more](#)



Dwell on Design Show Highlights in Photos

Reblogged article from Linda Holt Creative Last week I had the privilege of traveling to LA as a sponsored DesignHound courtesy of Modenus to attend the 2018 Dwell on Design trade show. This is a four day event that is meant to inspire architects and designers.The...

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A Bathroom Up in the Treetops! Dwell on Design's Fabulous Home Tours

Reblogged article from Carla Aston I am back from Dwell on Design in California, where I did home tours galore that I'm excited to share with all of you! First of all, let me say a big thank you to my clients who have been oh-so-patient with me. While I'm only...

[read more](#)

The world of design collides in Los Angeles at Dwell on Design - a four day inspiring experience for design and architecture professionals and d

> Purchase Home Tour Passes

> Register For Dwell On Design

Dwell on Design 2018 Wrap Up Video



PowerPoint

File

Edit

View

Insert

Format

Arrange

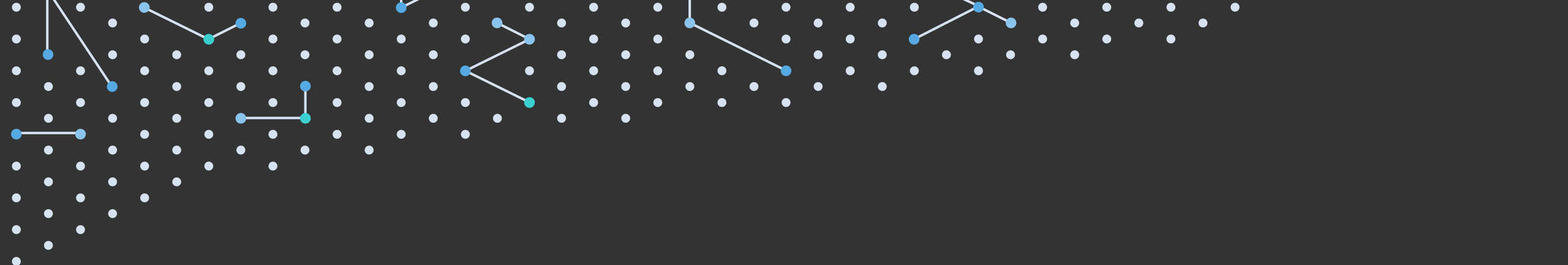
Tools

Slide Show

Window

Help





Thank you 😊

Questions?

