

WHITEPAPER

# The Ultimate Guide to Event Marketing



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## INTRODUCTION

**Modern business is marked by digitization and on demand... everything. As a result, any competitive brand understands the struggle of vying for recognition against fleeting attention spans and even shorter memories.**

Enter event marketing: a skillset that can help event planners replace the generic and unremarkable event experience with authenticity, value, and resonance.

As the competition for engagement intensifies and the demand for blockbuster experiences grows, a well-crafted event marketing strategy isn't just important—it's essential. Your event marketing strategy has the potential to transform fleeting moments into impactful, memorable experiences that leave a lasting imprint on attendees and set your brand apart.

Our experts at Momentive Event Management have curated key insights, supported by findings from Community Brands' [2024 Event Trends Study](#), to help event professionals and marketers stay ahead of the competition and maximize their event impact.

Ultimately, our goal is to provide you with a comprehensive roadmap for driving event success through effective marketing strategies and tactics.



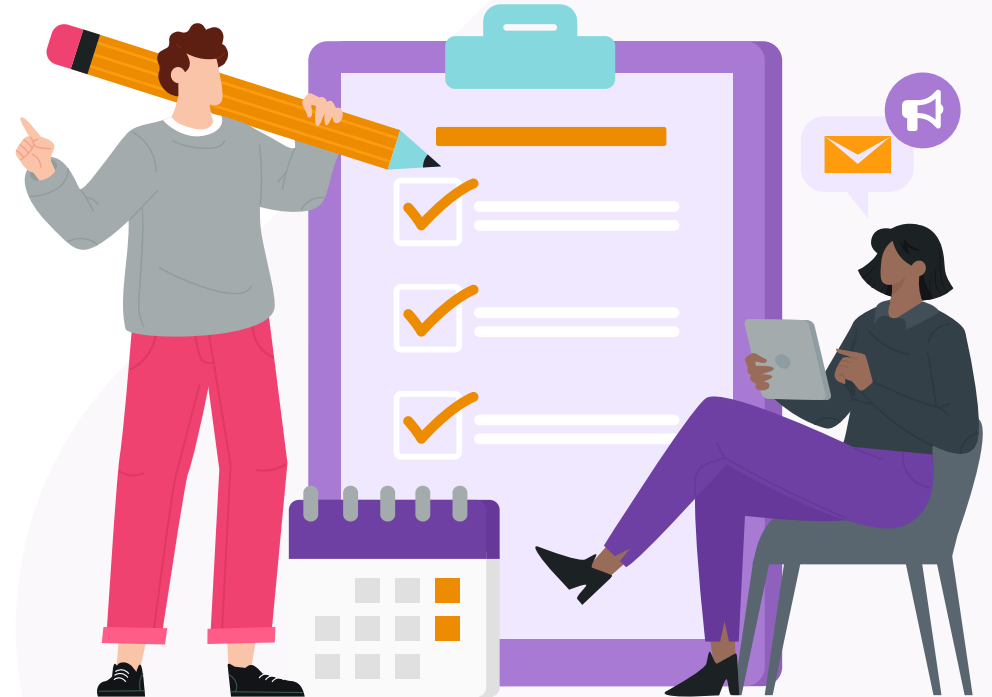
# Introduction to Event Marketing

## What is Event Marketing?

Event marketing refers to the practice of promoting products, services, or brand experiences through in-person or virtual events. These events could range from large-scale conferences and product launches to smaller gatherings such as webinars, workshops, or exclusive networking events. **The purpose of event marketing is to engage attendees in authentic ways**, encouraging them to interact with your brand, create connections, and ultimately drive business results.

Effective event marketing is comprehensive and consistent. In other words, it doesn't stop at selling tickets or driving registrations—it spans the entire lifecycle of an event, including pre-event promotion, on-site engagement, and post-event follow-up.

Ideally, your efforts should create a cohesive experience that resonates with your audience, fosters strong relationships, and achieves measurable results, such as brand awareness, lead generation, and customer loyalty.



## Why Event Marketing Matters in 2025 and Beyond

The event marketing landscape has undergone significant transformations over the past decade. While in-person events still hold tremendous value, virtual and hybrid events have gained ground, driven in part by the COVID-19 pandemic.

According to the 2024 Events Research Study, **83% of organizations plan to maintain or increase their investment in event marketing over the coming year**. With digital events now a staple of many organizations' strategies, marketers need to ensure they are meeting audience expectations across both physical and virtual spaces.

Events provide brands with a unique opportunity to engage with their target audience in a controlled environment, fostering deeper connections than other marketing channels often allow. In a crowded marketplace, where consumers are inundated with digital content and advertising, event marketing offers an immersive experience that allows brands to cut through the noise.

Our study also revealed that **76% of event attendees are more likely to engage with a brand post-event**, demonstrating the long-lasting impact of event experiences on customer behavior.

## Key Trends Shaping the Future of Event Marketing

Event marketing in 2024 is shaped by several emerging trends that forward-thinking marketers need to embrace:

- ✓ **Sustainability:** Eco-friendly events are becoming more popular, with 58% of organizers in the 2024 study prioritizing sustainability in their planning processes.
- ✓ **Personalization:** Personalized experiences, from tailored content to custom agendas, enhance attendee engagement and satisfaction.
- ✓ **Event Technology:** The integration of technology—such as AR/VR, AI-driven insights, and event apps—continues to revolutionize how marketers plan and execute events, leading to more interactive and immersive experiences.



# Building a Strong Event Marketing Foundation

## Defining Clear Event Goals

Success in event marketing begins with clearly defined goals. Without knowing what you want to achieve, it becomes difficult to measure success and refine strategies. Are you aiming to increase brand awareness, generate leads, engage existing customers, or perhaps educate attendees on a new product or service? Each goal will dictate different marketing strategies and KPIs (Key Performance Indicators) that you'll track throughout the event lifecycle.

For example, **events focused on customer education tend to have higher engagement rates (64%) than those solely aimed at lead generation (52%)**. Setting SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound) helps ensure that every aspect of your event marketing aligns with a measurable outcome. These goals will serve as the foundation for your promotional strategy and event execution.



## Target Audience Identification

To effectively market your event, you must first understand who your audience is. Event organizers must define and segment their target audience to deliver personalized, relevant content and experiences. Consider this: **74% of event organizers saw improved engagement** when they tailored their marketing efforts to specific audience segments.

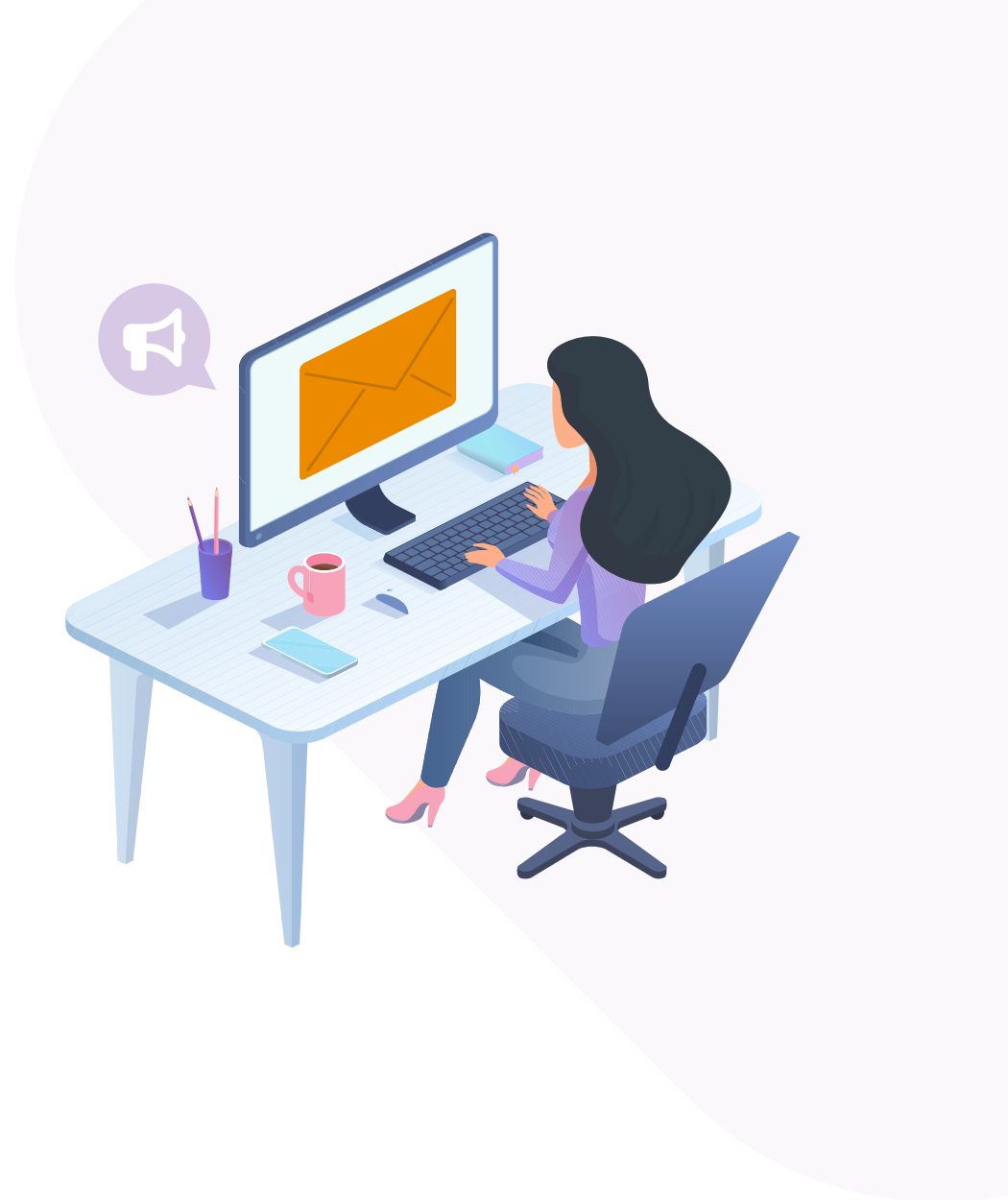
Start by developing detailed attendee personas—fictional representations of your ideal attendees based on demographics, professional backgrounds, interests, and behaviors. By identifying your audience's pain points, motivations, and preferences, you can craft an event experience that meets their needs.

For example, a product launch targeting tech enthusiasts may focus on showcasing cutting-edge innovations, while a conference for marketing professionals could center on networking and practical workshops.

## Crafting an Event Value Proposition

An event's value proposition is the core reason someone should attend. What makes your event stand out? Why should attendees invest their time and money? A strong value proposition outlines the unique benefits your event offers, such as exclusive access to industry experts, hands-on learning opportunities, or meaningful networking.

Your event messaging should clearly communicate these benefits while aligning with the needs and desires of your target audience. Consider what makes your event irreplaceable and how it addresses the specific challenges your attendees face. Why? **Events with a clearly defined value proposition attracted 29% more attendees than those with vague or generic messaging.**



### TECH TIP

With Momentive Event Management, you can access custom branding to match your event's creative assets to your event registration platform, complete with a comprehensive suite of customization capabilities.

# Event Registration Marketing

## The Importance of Early Registration

Driving early registrations is crucial for a successful event. Not only does it help with logistical planning, but it also creates momentum that can influence others to register. For proof that “the early bird gets the worm,” check this out: **events that prioritized early-bird campaigns saw a 21% higher overall attendance rate** than those that did not. Early registrations also offer more opportunities for personalized marketing in the lead-up to the event, allowing you to engage with attendees and keep them excited.

Create a sense of urgency by offering limited-time early-bird discounts or exclusive perks for early sign-ups. Time-sensitive incentives are powerful motivators for encouraging action and helping to lock in attendance well before the event date.

### TECH TIP

Introduce Momentive Event Management's Attendee Portal, which gives registrants access to their event confirmation, along with the ability to update their profile as needed. Even better, this portal saves your staff an enormous amount of administrative time and effort.





## Optimizing Event Landing Pages

An event's landing page is often the first touchpoint for potential attendees, so it needs to be optimized for conversions. High-converting event landing pages should include a clear call-to-action (CTA), compelling visuals, and social proof, such as testimonials or case studies from past events.

**68% of attendees were more likely to register for an event when they encountered positive social proof** ... more on this below!

Your event's landing page should be visually appealing, easy to navigate, and provide all the necessary information about the event. Make sure to include a prominent CTA button that guides users directly to the registration form. Mobile optimization is also critical—56% of event attendees surveyed in our study reported registering via a mobile device, making it essential that your landing page is mobile-friendly.

## Leveraging Incentives and Discounts

Offering exclusive benefits such as early-bird pricing, group discounts, or VIP access can incentivize potential attendees to register sooner rather than later with **59% of attendees more likely to register for an event if they were offered a financial incentive**, such as a discount.

These incentives not only drive registrations but also create a buzz around your event. Use them strategically by promoting limited time offers through email campaigns and social media to generate urgency.



### TECH TIP

Momentive Event Management empowers event planners to create options to sell different types of tickets to increase revenue and registrations.

## Integrating Social Proof and Testimonials

Social proof is one of the most effective tools in convincing potential attendees to register for an event. In fact, our findings show that **68% of attendees were more likely to register after seeing positive testimonials or case studies** from previous events. When people see that others like them had a positive experience, they are more inclined to believe that they will too.

There are several ways to integrate social proof into your event marketing:

- ✓ **Attendee Testimonials:** Feature quotes or videos from past attendees about how your event benefited them. Whether it's about the networking opportunities, the quality of the content, or the value of the speakers, attendee testimonials humanize your event and build trust.
- ✓ **Case Studies:** For more data-driven audiences, case studies that showcase how companies or individuals gained specific benefits—such as ROI, increased skills, or business growth—through attending your event can be compelling. Use real-world examples to demonstrate the impact of your event.
- ✓ **Influencer Endorsements:** Collaborating with industry influencers is another powerful way to boost credibility. Influencers have built trust with their followers, and their endorsement can lend weight to your event's reputation. According to our study, **influencer marketing increased registration rates for 47% of event organizers.**

When used effectively, social proof builds credibility and **reduces the perceived risk of attending your event**. It tells potential attendees, “People just like you believe this event is worth it!”

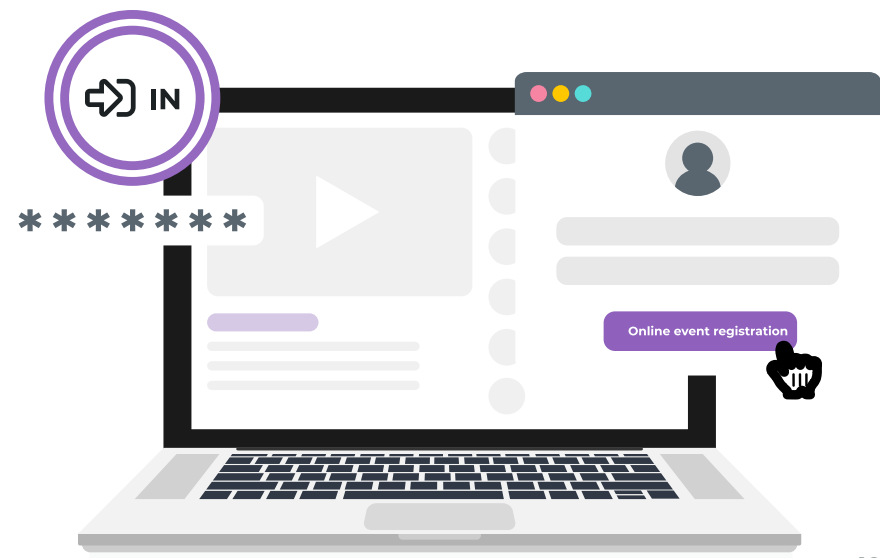
## Seamless Registration Process

Providing a **frictionless registration experience** is more important than ever. In fact, **events with streamlined, user-friendly registration processes saw a 15% higher completion rate for sign-ups**. This includes mobile-friendly forms, secure payment gateways, and minimal steps to complete the registration process.

Avoid overwhelming users with too many fields or complicated steps. Instead, focus on simplifying the process as much as possible. Offering social login options and integrating secure payment methods can further enhance the user experience.

### TECH TIP

With Momenive Event Management, event planners have access to a team that is able to provide a dedicated check-in for attendees to register as soon as they arrive on-site at your event.



## Using Data to Personalize and Retarget Registrants

The more personalized your marketing efforts, the more likely they are to resonate with potential attendees. Our research evidences that **events utilizing data-driven personalization saw a 19% increase in registrations** compared to those that used generic messaging. Audience segmentation allows you to divide your target audience into smaller, more defined groups based on criteria like job title, company size, industry, or past event attendance.

By leveraging behavioral data—such as how attendees interact with your website, social media, and email campaigns—you can tailor your messaging to speak directly to their interests and needs. For instance, a returning attendee might receive a different email than someone registering for the first time. Likewise, those who viewed specific event content (like a speaker bio or session description) but haven't yet registered can receive personalized nudges about that topic.

This personalization can extend across multiple channels, such as:

- ✓ **Dynamic Email Content:** Personalize email campaigns with dynamic content blocks that change based on the recipient's behavior or profile. For example, a healthcare professional might receive different session recommendations than a marketing executive, even if they are attending the same event.
- ✓ **Targeted Ads:** Use data from previous interactions to retarget people who visited your event landing page but didn't register. Behavioral data allows you to deliver highly specific ads, whether through social media or search engines, that speak to the individual's interests and encourage them to return to your website to complete their registration.



## Email Nurturing and Retargeting Tactics for Incomplete or Abandoned Registrations

Incomplete or abandoned registrations are a common challenge in event marketing, but they also present a valuable opportunity. Studies have shown that **more than 60% of people who start the registration process for an event don't complete it**. However, with the right retargeting strategy, you can recover many of these potential attendees.

- ✓ **Email Nurturing:** Set up automated nurturing sequences to follow up with those who haven't completed their registration. These emails can serve as gentle reminders, offering value-driven content or addressing potential concerns that may have caused them to abandon the process.

For example, you might send an email like, "We noticed you didn't finish your registration! Here's what you'll miss if you don't attend..." These emails should include clear calls to action (CTAs) and potentially even offer an incentive, such as a discount or bonus material, to encourage them to complete the registration.

- ✓ **Retargeting Ads:** Retargeting ads are another way to bring people back to your event page. These ads can be served across multiple platforms, such as Google or Facebook, and are highly effective at re-engaging users who have shown interest in your event but didn't complete the registration process.

By using data and segmentation to personalize your outreach, and by implementing nurturing campaigns for those who abandon the process, you can significantly increase registration completion rates and ultimately drive higher attendance.



### TECH TIP

Use Momentive Event Management's ticket tiering functionality to create different types of tickets to boost revenue and increase registrations.

# Event Promotion Channels

## Social Media Marketing for Events

Social media continues to be one of the most powerful channels for event promotion, offering unparalleled reach and engagement. Currently, **79% of event marketers reported using social media as their primary promotional tool**, according to our research study. From organic content to paid social campaigns, platforms such as Facebook, Instagram, LinkedIn, and X allow event organizers to connect with potential attendees where they spend much of their time.

When promoting events on social media, it's important to tailor your content to each platform. For example, visually engaging Instagram Stories or Reels may work well for building excitement, while LinkedIn may be more appropriate for professional conferences or B2B events. Paid social campaigns can also help expand your reach and attract a larger audience.



## Email Marketing: A Direct Approach

Email marketing is a highly effective and direct method of event promotion. Segmenting your email list allows for more personalized communication, which can increase open rates and engagement. **Segmented email campaigns led to a 19% higher registration rate** compared to generic emails.

Pre-event email campaigns should focus on highlighting the benefits of attending and driving registrations. As the event date approaches, you can send reminder emails, event updates, and logistical information. Post-event emails are also an opportunity to thank attendees, share key takeaways, and keep the relationship going.

## Influencer and Partner Collaborations

Partnering with influencers and strategic industry partners can greatly expand your event's reach and credibility. Influencers who are well-known in your industry can help promote your event to their audience, offering an authentic endorsement that resonates with potential attendees. **47% of event organizers who collaborated with influencers measured increased engagement.**

Engage influencers who align with your event's theme and target audience. Their endorsements, coupled with branded content, can increase visibility and attract attendees who might not otherwise be aware of your event.

## Press Releases: Old-school, yet effective

While social media, email campaigns, and key collaborations are critical for event promotion, don't forget about the traditional press release.

Press releases remain a valuable tool for amplifying your event's reach, especially when targeting broader media outlets and traditional news channels. According to Cision, **68% of journalists consider press releases the best source for content ideas.**

A well-crafted press release can help you gain media coverage, enhance your event's credibility, and attract attention from audiences outside of your direct marketing efforts. In fact, **68% of businesses cite press releases as the key to increasing their brand awareness** and product visibility.

To maximize the impact of your press release, ensure it is newsworthy and includes key details such as the event's purpose, speakers, schedule, and any notable sponsors or partnerships. Distribute the release to relevant media contacts, online distribution services, and local publications. When combined with social media, email, and influencer campaigns, a press release can enhance your event's visibility and credibility across multiple channels.

# Content Marketing to Drive Event Awareness

## Developing Pre-Event Content

Content marketing is crucial to driving event awareness and building anticipation. From blog posts to webinars, videos, and podcasts, pre-event content serves as a way to engage your audience, showcase your event's value, and offer a taste of what's to come. We found that **64% of attendees surveyed in our study engaged with event-related content before deciding to register.**

Creating content that resonates with your target audience is key. For example, blog posts could provide industry insights or showcase upcoming event speakers, while teaser videos or behind-the-scenes clips can build excitement and anticipation.

## Event Countdown and Updates

As the event approaches, regular communication through newsletters and social media helps maintain momentum. Event countdowns, speaker spotlights, and behind-the-scenes updates can increase anticipation and keep your event top of mind for potential attendees.

This is really a win-win for organizers and attendees, given that **72% of attendees appreciated receiving regular event updates**, which helped them stay informed and engaged throughout the pre-event phase.



# Leveraging Data & Analytics for Event Success

## Tracking Marketing KPIs and Metrics

Data analytics play an essential role in evaluating the success of your event marketing efforts. Key metrics to track include registration rates, engagement levels, and ROI. As published in our study, **82% of event marketers are now using data analytics to measure the effectiveness of their campaigns and make data-driven decisions.**

Track attendee behavior before, during, and after the event, and use these insights to refine future marketing strategies. For example, analyzing which promotional channels drove the most registrations can help you optimize your budget allocation for future events.

## Data-Driven Insights for Future Events

Post-event analysis provides a wealth of insights for improving future events. Collecting attendee feedback through surveys, monitoring engagement levels, and evaluating NPS scores will help you identify areas of improvement. This feedback loop is invaluable for refining your approach and ensuring that your events continue to meet audience expectations.



### TECH TIP

Momentive Event Management makes it easy to access data and analytics so that you can keep track of who has registered in order to mine attendee details for insights to empower your marketing teams.



# Event Day Marketing and Engagement

## Real-Time Marketing Tactics

During the event, real-time marketing tactics such as live social media updates, event hashtags, and live streaming can drive engagement and expand your event's reach beyond the venue. Our research shows that **69% of event organizers used live social media updates to engage attendees and those following remotely.**

Create opportunities for virtual attendees to interact with your content through polls, Q&A sessions, and live commentary to enhance engagement.

## On-Site Marketing Opportunities

On-site marketing should not be overlooked. Branding opportunities, such as event banners, signage, and merchandise, can enhance the attendee experience while keeping your brand top of mind. The integration of event technology, such as event apps, AR/VR experiences, or digital kiosks, adds an interactive element that enhances the overall experience.



# Post-Event Marketing Strategies

## Extending the Event Lifecycle

The end of your event doesn't mark the end of your marketing efforts. Post-event marketing is critical to extending the event's lifecycle and keeping attendees engaged. Send follow-up emails thanking participants, share key event takeaways, and offer on-demand content like recorded sessions. This helps attendees who couldn't make it to certain sessions still benefit from the event.

Don't forget, on-demand content is in demand after the event, as **73% of attendees were more likely to engage with on-demand content after the event**. This shows the importance of repurposing content to maximize the event's long-term value.

## Nurturing Relationships with Attendees

Post-event engagement also offers an opportunity to nurture relationships and convert attendees into long-term brand advocates. Creating personalized post-event content, such as follow-up blog posts, case studies, or exclusive offers, can help keep the conversation going and encourage attendees to stay connected with your brand.

Another great way to keep the conversation going? Send out a post-event survey!



## The Value of Post-Event Surveys for All Attendee Types

A key component of post-event marketing is gathering feedback through post-event surveys. Surveys are invaluable for gaining insights from every group involved in your event, including attendees, exhibitors, volunteers, and speakers. Tailoring your survey to each group ensures you receive targeted feedback that can help improve future events and strengthen your relationships with key stakeholders.

- ✓ **Attendees:** Surveys help you understand what worked well and what didn't from an attendee's perspective. Questions about session quality, venue logistics, and networking opportunities can guide improvements for future events.
- ✓ **Exhibitors:** Feedback from exhibitors can reveal their satisfaction with booth traffic, overall event organization, and the value of their sponsorship or exhibition experience. This helps you refine exhibitor packages and improve exhibitor ROI in the future.
- ✓ **Volunteers:** Volunteers play a critical role in event execution. Gathering their feedback on training, communication, and their overall experience can help you optimize volunteer management and ensure they are engaged for future events.
- ✓ **Speakers:** Post-event surveys allow speakers to share their thoughts on the speaking experience, session logistics, and audience engagement. Their feedback can guide improvements in speaker outreach, preparation, and support.

By collecting feedback from all these groups, [post-event surveys provide comprehensive insights that enhance future events](#), help you refine your strategies, and build stronger connections with everyone involved.



### TECH TIP

Momentive Event Management facilitates the creation of post-event surveys to collect attendee feedback, providing organizers with insights into strengths and areas needing improvement.

Event marketing can be demanding and the challenges it presents are best met with a strategic, data-driven approach. By following the best practices outlined in this guide and utilizing insights from the 2024 Events Research Study, marketers and event professionals can create engaging, memorable events that drive measurable results.

Granted, event trends will continue to shift; however, **by adapting and embracing emerging technologies**, event planners can hone their strategies and optimize their efforts. Be willing to innovate and you will, undoubtedly, elevate the attendee experience.

Momentive Event Management is committed to providing state-of-the-art event registration solutions that empower association event planners to create seamless, engaging, and successful events. Contact us today to learn how our innovative technology can transform your event planning process.

[Request a demo](#)

