



MARKETING IN UNCERTAIN TIMES

Virtual Events



Second in a series of marketing strategy briefs from Fig Street Marketing Group to help ensure success in an uncertain future.

Creating Online Events That Generate Leads

Gathering leads is the principal motivation for conference and event participation. Virtual events seek to elicit the same level of engagement – or more - from remote attendees as can be achieved with face-to-face interaction.

The first steps toward delivering a powerful experience to your remote audience are:

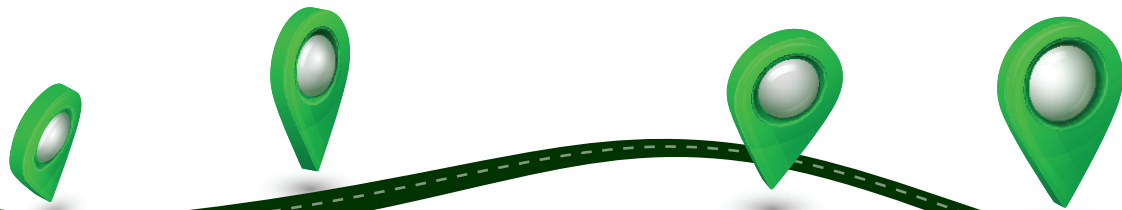
- Defining your goals and customizing your event to achieve them
- Developing a customer experience-based event format
- Crafting a compelling message based on your unique story
- Producing professional video and graphic design components

Identifying and Connecting with Your Audience

The first step is to zero in on your target persona so that we can tailor your approach to compel them to attend. That means setting an effective promotion plan into motion and utilizing the proper strategies, channels and tools to ensure that you bring in a sizable and relevant audience and achieve your targeted ROO/ROI.

Key factors to be considered are:

- Demographics
- How/where they spend their time online
- What are their goals and motivations



This will help to not only create effective content and messaging but determine which delivery channels should be used for maximum visibility. For example, SMS marketing and social channels such as Instagram are great mechanisms to reach new graduates and business up-and-comers while email marketing and professional networks like LinkedIn might work better for reaching established business executives.

As we work through these details, we will consider what this audience needs to take the next step and create a list of desired outcomes and measures of success for the event.

Improve attendee experience by delivering a dynamic virtual event portal.



Creating a Landing Page to Maximize Impact

Once you have determined the most significant and relevant audience for your event and how to get their attention, we need to make sure your event landing page stands out among the noise. It is also important to ensure all graphics and language are consistent between the communications and the landing pages – and throughout the entire event execution. You want to create an “image” for your event that your customers will come to recognize and remember.

In addition to aesthetic appeal, the site should freely communicate all of the reasons your page viewers should want to attend the event and capture the details of interested parties so that you can keep them informed and engaged until the event date.

It’s okay if the virtual environment of the event itself is not yet functional. The goal here is to get people signed up with a site that generates excitement, sets expectations and builds hype.



Delivering the Experience

The event itself is where the rubber meets the road. Your company may already offer standard online webinars or tutorials, but executing a virtual event requires taking things to the next level.

Below are a few of many components that we can develop to set your event apart:

Pre-recorded videos

Create a video experience that combines brand elements and clear language with a captivating video presentation that can be accessed on demand.

Animated education content

Producing 2D and 3D content can reduce the production costs found in traditional video while walking attendees through a product demo or setup process with ease.

Live-streaming

Capitalize on human curiosity and anticipation by planning and promoting presentations via live-stream – something they won't want to miss out on!

Virtual event panels and forums

Now, more than ever, your customers are craving community. Consider adding "choose your path" activities or real-time Q&A to your live-stream presentations. Hosting an online group is a great way to build kinship and engage your audience.

Measuring Your Success

As part of your event strategy, establishing a strong measurement protocol is critical to the ultimate success of the event. It provides insight into how well you are reaching your audience, how compelling was your message, and how many potential leads were generated as a result. Here are examples of data you could track:

- Email views
- Social media views
- Landing page accesses
- Event registration
- Attendance versus registration
- Attendee mindshare during event
- Attendee participation in event polls and questions
- Number of "passed" post-event tests (especially for trainings)
- Number of on-demand views post event
- Number of requests for additional information

All of this information can also be used to secure funding for future virtual events.

Below are some of our most commonly requested virtual event packages delivered via Cisco WebEx®. We love hearing your ideas and are happy to create a custom package to meet your exact needs!

Complete Virtual Event Development and Execution

Platform development and delivery

- Up to 120-minute live and moderated virtual event
- Up to 999 live attendees
- Recording and video conversion for unlimited replay
- Post event attendee survey
- Event management and coordination of all activities

Virtual event promotion and recruitment

- Theme development including graphics and content
- Email development and execution to target audience
- Promotional landing page and registration form
- Post event on-demand link and survey form
- Awards for attending, watching replay and/or completing survey
- Program management and detailed weekly reporting

Complete Rolling Virtual Event Development and Execution

Platform development and delivery

- Up to 6 hours live and moderated virtual events
- Segmented by 30, 45 or 60-minute sessions allowing users to log-in to view specific sessions
- Up to 999 live attendees per session
- Recording and video conversion for unlimited replay
- Post event attendee survey
- Event management and coordination of all activities

Rolling Virtual event promotion and recruitment

- Theme development including graphics and content
- Email development and execution to target audience
- Promotional landing page and registration forms supporting multiple sessions
- Reminder emails for partners who registered for multiple sessions
- Post event on-demand link and survey form
- Awards for attending, watching replay and/or completing survey
- Program management and detailed weekly reporting

Basic Virtual Event Execution

Platform development and delivery

- Live and moderated virtual events
- Up to 999 live attendees
- Recording and video conversion for unlimited replay
- Post event attendee survey
- Event management and coordination of virtual event

Basic virtual event promotion and recruitment

- Client develops and executes recruitment activities

Video Conversion

Prepare video for post event promotions on targeted portals, LinkedIn, YouTube, newsletters and other digital channels

- Edit video for time and remove non-essential content
- Clip video in short speaker or topic specific segments
- Theme based introduction, transition and closing
- Postproduction and final export for online posting
- Add product video and images to enhance experience
- Content and graphics to promote videos to larger target audience

As we like to say at Fig Street Marketing Group: If you can dream it, we can do it!
The possibilities are endless and so is the expertise of our staff.

Contact us today to get the conversation started!