

9 No-Cost Actions to Do Right Now for Event Marketers

You've Got Time on Your Hands – Strengthen Your Event Now

If you're like most of us, you're spending a lot of time at your home office right now. Marketing efforts may be postponed or even cancelled. You're trying to determine the best course of action moving forward. Here are **9 No-Cost Actions you can do Right Now to strengthen your event in the current and post-pandemic marketplace**. The trade show and event industry is basically on pause, but that doesn't prevent you from taking actions to put your event on top when our world returns to normal.

We've designed 9 actionable insights, takeaways and recommendations to help you in the current market – and in the future.

#1 Find Your Data Sources

Many organizations have data scattered around multiple databases. Some might reside in your CRM system, past event registration databases, special event lists, internal organic prospect files, lead generation lists on the company network or marketing automation platform, in your e-mail deployment platform and oftentimes even accounting has a database of your contacts. It's time to get them all pulled together in one data silo. Spend time evaluating your data silos – maybe there's one you forgot about!

#2 Audit Your Data Gaps

Are you moving to more online marketing channels during this time – offering online webinars, conferences or programs? Then you'll want to examine your data gaps. Determine what information is in your data – Contact information, demographics or firmographics, transactional data, etc. What percentage of your data is missing data? If you don't have an e-mail for that person, there's a major data gap. How can you get that information? There are data enhancement and appending services in the marketplace that can help bridge these data gaps.

#3 Review Your Data Analysis Reports

For many of you, we've provided you with data analytic services over the years. It's time to go back to those reports and review your metrics. These reports will help you re-evaluate your benchmarks and your marketing strategies moving forward. There's nuggets in there – so re-read and dig into them to see what will help your organization in a post-pandemic marketing world. A missed metric or an overlooked trend may turn into increased attendance at your next event.

#4 Reevaluate Your Benchmarks

Your pre-pandemic marketing benchmarks may not be on target. With the economic slowdown, companies may reduce their tradeshow spend when your show or event comes around. This could be by reducing their sponsorship levels or simply not sending as many attendees. Determine if your benchmarks for this season are still applicable for fall and winter events. It is time to be painfully realistic!

#5 Consider New Revenue Opportunities

Look for revenue opportunities around existing business. Stay in the minds of attendees and sponsors by offering added-value paid content in the forms of webinars, virtual meetings with an industry-leader, online product showcases, etc.

#6 Clean Up Your Segments

This is probably the last thing on most of our to-do lists during busy seasons. Yet, when we find ourselves with extra time on our hands, we can spend extra time examining our most relevant data segments. This goes beyond just selecting the last three years of attendees for the next event. Being relevant is critical to your attendees and sponsors – make sure your segments make sense. Should there be a look at sub-segmenting some of these to increase relevance and potentially conversion rates?

#7 Develop Micro-Segments

Once you've cleaned up your segments, it's time to look for micro-segment opportunities. Creating micro-segmentations and focusing on personalization will get prospects and customers to listen and respond. Micro-segments should be statistically valid – a group of 12 individuals isn't a great metric. Many times these micro-segments are developed from registration demographics and combinations of demographics.

#8 Create Behavior Based Messaging

This is where you dive into your data and identify attendees based on their attendance behavior. Your messaging should reflect their behaviors. Here's the most valuable behavior segments to message to: first-time attendees from last year's event, first-time attendees from previous events that have not returned (one-timers), loyalist (someone who has attended three of the last five events, including once in the last two), super-loyalist (someone who has attended every event in the past several years), and education or special event attendees.

#9 Critique Your Attribution

How do you judge your effectiveness in multi-channel attribution? This is the time to consider the gap between marketing activity level measurement and real registration conversion by channel, campaign and segment. It's imperative to determine if you have an unbiased partner that can provide real registration conversion attribution or not. When you're looking at reports from most digital and social channels they typically report on activity levels and not registration conversions. Even worse some that do report on conversions are of course allocating 100% to their activity and do not consider all the visible marketing touches from every channel that are associated to a registration. Remember the object of attribution is to measure conversions and not activity.

One More Thing...

We hope you utilize some if not all of these actions to evaluate your current marketing situation. These best practices will help your organization stay on top once our world returns to normal.

We are here for you. During this pandemic, **I am offering up to 4 Hours of FREE Consultation time** should you need advice, want to discuss data analytics or moving your organization forward during and after these challenging times.

As I'm working from home too, please call me at my home office (303) 747-2603 or e-mail me at stevej@directhitmarketing.com.

Direct Hit Marketing

Direct Hit Marketing (DHM) based in Lafayette, CO has been providing data analytics to the trade show industry for 28 years with its Data Alignment, Event Performance and Attendee Profiling, and Direct Marketing Multi-Channel 360 Analysis services. Direct Hit will be introducing its new Event Track Online Marketing Dashboard and Data HQ in 2020.

www.DirectHitMarketing.com