

Practical Steps to Creating Micro Segments

Creating relevant micro-segments helps your event attendance thrive!

These are practical steps to creating micro segments for your event. By creating relevant micro-segmentation, your marketing will have higher conversion rates and a greater attendance impact.

#1 Perform an attendee profile analysis

Study attendance behavior metrics over the last three to five events. Examine the story your metrics tell – including who your first time attendees are, one-time attendees, loyalist that show up year after year. What titles are attending your event within these categories? Who is signing up for additional special events? What do their demographics have in common? Using this information, you can read the story of your attendees and create benchmarks and segments. Direct Hit Marketing offers this analysis package with easy to read reports and executive write up including actionable steps for your team to take.

#2 Identify logical segments

Once your attendee profile analysis is complete, it's time to identify logical segments where a relevant, compelling messaging campaign might be constructed. Some logical segments may include attendee behavior, job title, industry focus, special event attendees, or a KPI that is unique to your event. Pick 3-5 segments to start with.

#3 Ensure statistical viability

Determine if those segments have enough quantity to be a statistically valid – You may have a great messaging idea for favorite micro-segment, but if you only have 52 contacts and your average conversion rate is 5%—getting 3 attendees from this group is a no impact endeavor. Run counts with expected conversion rates and determine if the impact factor makes a selected micro-segment viable.

#4 Determine impact

Impact is not always just quantity. It can be a qualitative select group of attendees that your exhibitors would desire to have at their booths. So depending on the size of your event, perhaps even a few hundred attendees with desired demographics may be deemed as an impact micro segment.

#5 Create relevant messaging for each micro-segment

You may start by identifying first timer attendees, then creating relevant messaging to encourage them to register for this year's event. An example would be a message like: "Thanks for attending in 2019 and here is why you cannot afford to miss the 2020 event!" You might develop a 3 touch e-mail campaign that thanks them for their first time attendance and brings out the 3 most important reasons to be at your 2020 event. The objective is to turn these first time attendees into repeat attendees and eventually loyalists to your show.

#6 Track your micro segment campaigns for results

Isolate these micro segments from other general campaigns. Once you get past the “Registration is Open” campaign, do not include these groups in other campaigns. Otherwise it will be tough to track results.

If you're looking for help getting started, our team is here for you. We offer two analysis packages that will make creating micro-segments easy, relevant and informative.

Direct Hit Marketing's 360 Multi-Channel Analysis

With trimmed down marketing budgets, you're looking for improved direct marketing channel investment allocation. Which campaign, lists, segments are pulling their weight? Which channels are working best for which list/segment?

The 360 Multi-Channel Analysis provides the multi-channel benchmarks your team needs to allocate your marketing budget wisely. Our analysis packages examines the number and type of touches to nurture a response, along with telling you the best campaigns, the most productive list/segments, which and which segments to avoid for the next event. You'll also have key metrics for understanding which campaign and messaging worked and did not work. Your marketing team will be equipped to reduce marketing cost, increases attendance, and predict future results.

Direct Hit Marketing's Attendee Profile Analysis

Understanding Attendee Behavior is critical to creating relevant messaging. You may have a good understanding of what your attendees look like (demographics), but do you know how they act? Your organization wants to create useful benchmarks – the attendee profile analysis packages breaks down your attendee's data story into actionable benchmarks.

By looking at your attendance trends over the past 3 to 6 events, the Attendee Profile Analysis provides an in-depth picture between new and repeat attendance at both the individual and business location. You'll gain a reliable data tool to understand attendance standards and dynamics. Your marketing team will now be able to create micro-segmentation messaging that will propel your marketing to higher conversions rates and increased attendance.

One More Thing...

As I mentioned in my last e-mail, 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.

You can reach 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

