

MARKETING 101

THE BEST WAYS TO UTILIZE EVENT MARKETING



A song, a smell, a picture, what do all these things have in common? It's nostalgia. Memories are extremely powerful, and they also create more enduring value than business owners give them credit for.

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Business owners undervalue the halo effects of event marketing

Event marketing creates a tangible experience inescapably linked to your business. Memorable events are the most effective tool in the marketing arsenal that build an emotional connection between your customers and your business. In fact, when building a brand's story, events are the cornerstone. Nothing beats bringing together a group of people for a memorable experience that was initiated or tied to your business. Long after the event is over, people will remember how your business made them feel and they will return to your door to have that feeling again.

Event marketing creates "customer draw off" opportunities

Business owners forget the power of organizing an event with two or more brands, believing that inviting more businesses to the party will reduce their overall revenue. This is short-term thinking and a mistake. When planning an

event, think about potential complementary partners that already have a large customer base of like-minded consumers.

For example, you could pair young with established. This works especially well if your business is new and the partner business is well established. If you bring them the value of organizing, hosting and paying for the event, they can bring the value of a ready-made customer base.

Event marketing isn't just about activities on event day

Pre-marketing introduces opportunities to generate anticipation of what is to come. It is also one of the most powerful database building opportunities. Recently, I was building hype for an event and the weather looked a little iffy. So, I asked the Facebook event group to "be the weatherman" linking to a three-question survey about the weather and asked for their email address to provide cancellation news and hearing more about the business. Within 24 hours, over a third of the RSVPs were converted to email subscribers of the business.

Post event opportunities are best delivered succinctly with a thanks + offer. For example, "Thanks for attending our event on Saturday, Jack. It was great to see you and we hope you had a good time. If you run out of supplies, we can save you a trip by ordering online next time. Use code 'Online20' so you don't have to pay for delivery!"

You don't have to host an event to benefit from event marketing

Major events are a source of opportunity

for business owners yet are rarely leveraged. Ask your existing customers whether they are going to a certain event and then offer a deal that includes your products related to the event. Or, you could give away products to your customers and in return, a group of people are wearing your business branding at the event and sharing it on social media with the event hashtag. Another possibility is to design a post festival pack of your products for festival goers to enjoy when they get home.

Decide whether the event is primarily about customer acquisition, customer loyalty or straight monetisation. This will drive all of your business decisions around the event.

Remember the fun police

The last thing you want is an unintended media disaster because the basics of event planning weren't in place. It can feel unnecessary or even daunting to get the local authorities involved, but it's worth having a chat to find out the minimum requirements. Always over deliver on the experience. Less queues, fast payments. Ask yourself where all the friction points will be and create a plan to remove them.

We have all seen guests having too much fun at the expense of safety and good event management. We've also seen events that went overboard on safety or on event management that had a negative impact on guest enjoyment. Try to get the balance right at every touchpoint for every minute of the event.

~BL