

61% INCREASE

IN EVENT ATTENDEES AFTER SPAN GLOBAL SERVICES' DIGITAL EVENT MANAGEMENT!

ABSTRACT:

In the technology industry (and for any industry whatsoever), live events are, and have always been, the most lucrative and effective medium to fetch authentic, relevant leads. But as of last year, 1 out of every 6 event marketers lacked the understanding to use their current event data to leverage future actions. Professional data integration is the necessity for all event (especially B2B) organizers. With our recent client, we did exactly that!

1 out of every 6 event marketer lacks the understanding to use their current event data to leverage future actions. Our client, a B2B event organizer from Nevada, required us to provide a data-driven solution to the problem.



THE CLIENT

Our client is an event marketing and organizing agency, headquartered at Los Angeles, Nevada. The agency’s main focus is to play intermediary between event hosts and vendors. The agency also provides offline marketing for hosts and convention centers across US, with assured guarantee on increased footfalls.



Client:

Event Marketing & Organizing Mediator
(Name not disclosed, on request)
Client HQ: Los Angeles, Nevada

CHALLENGES:



Being majorly on-field operators, the client relies more on direct marketing tactics to promote events. Modes include direct mailing, print ads in publications and classifieds, appointments, interviews etc. While the touch of personalization works in their favor, lack of digital automation and easily accessible nurturing, accounts for high attrition rates amongst past attendees.

The company wanted to...

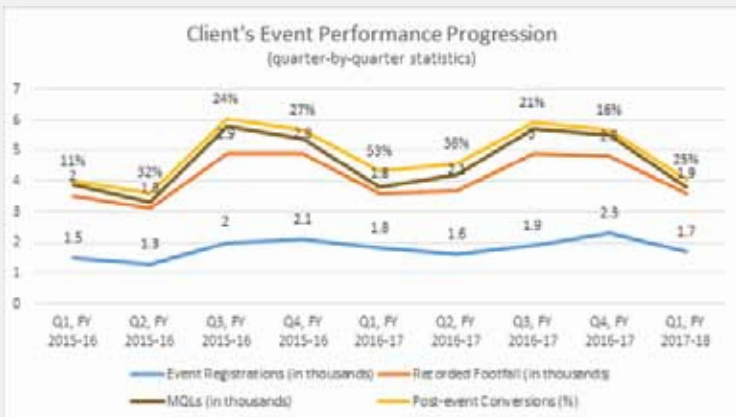
- Amplify audience counts for their next technology event
- Assurance of 50%+ increase in footfalls and registrations**
- Update their attendee database to maximize digital reach of event promotions
- Utilize their attendee data to build a sturdy engagement plan for event prospects

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OUR SOLUTIONS

Span Global Services' Exclusive Data Report (before contract):



The client's request to reduce attrition and increase digital footprints were covered by our basic event data assistance plan. While the costs were already less by industry standards, our expert team was able to reduce it further by adhering to the client's key requisites. Thereby, creating a highly targeted instalbase at the least budget, setting a marketing precedent.

Our plan included:

- Aggressive digital event marketing for their upcoming technology event
- Automating the client’s online response mechanism
- Social Media Profile Appending & Data Cleansing

Solutions:

- Aggressive digital event marketing for their upcoming technology event
- Automating the client’s online response mechanism
- Social Media Profile Appending & Data Cleansing

We collated the data from client’s existent event attendees’ databases to extract the potent target group for their upcoming technology event in Chicago. Targeted for young business minds, we decided college campuses to be the overall theme for the event and its consequent campaigns. The client chose the prestigious Chicago University Centre as their venue.

Our Stage-by-stage Event Lead Generation Strategy:

- Isolate their most effective lead generation channel and prioritize marketing budgets
- Re-evaluate their reader/subscriber base to identify dispersions in engagement interests
- Deliver relevant collaterals upfront to attract audience attention, increase registrations

Our Stage-by-stage Event Lead Generation Strategy:



Automated Online Response Management:

We utilized the client's underrated CRM functionalities and added the power of actionability to it. Each interaction was tracked online and leads gathered from past events were forwarded to designated nurturing funnels.

Our plan included:

- CRM integrated campaigns
- Single-dashboard multichannel marketing automation
- Data-driven form and landing page build-up
- Detailed interaction analysis & real-time, versatile query management

Social Media Profile Appending:

The client required maximum reach in the least dedicated time. Social being the feasible medium for personalized mass campaigns, LinkedIn and Facebook were analyzed as the most impactful penetration points.

Services Included:

- LinkedIn & Facebook Profile Appending for the existent database from our 42M+ B2B contacts
- Cleansing and re-validation of old contacts to speed up registrations
- Database segmentation by B2B technology installation preferences
- Creating channel-wise social campaign blasts on the appended list, aiming for viral posts and videos
- Arranging influencer interviews for enhanced corporate exposures on different social platforms

RESULTS:



With a quarter into the partnership agreement, the digital exposure has transformed the intermediary firm.

- Bulk corporate registrations contributed to high online registrations
- Influencer marketing resulted in prolonged social hype, increasing footfalls
- High-value account-focused targeting attracted the right eyes, resulting future business opportunities for the firm

Results:

4.6k registrations for the single event – 61% higher than their highest quarter target in the last two years!

Overall Turnaround:

- The nurturing converted to referrals, generating authentic word-of-mouth publicity for future events.
- Our client got its fair share of branding, gaining it recognition amongst both vendors and hosts.
- Thought leadership & influencer interviews increased bulk corporate registrations for the event.

CLIENT-SPEAK!



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“The event market has evolved. While we are fighting for making the event successful, most business events succeed before they happen. Thank you Span Global Services for bringing our marketing strategies into the data-driven era.”




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