

Do's and Don'ts for SUCCESSFUL EVENT MARKETING

From open houses to product launches, Event Marketing is a vital component in attracting new customers and clients. We've compiled the resources you need—all in one place—for a successful event!

Do



Goals

- ✓ **Set targeted and achievable goals.** It can be anything from generating leads to improving ROI—but it must be clear before you start.



Promote

- ✓ **Leverage the power of social media.** Start EARLY by creating engaging, informative content to generate excitement. Keep promoting up until the day of your event.



Marketing

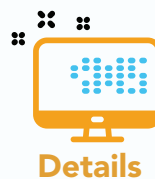
- ✓ **Stock up on marketing materials** and—of course—plastic goodie bags, to ensure your name and logo get lots of exposure.



Feedback

- ✓ **Collect and act on feedback post-event.** Once the excitement settles and everything's been packed up, you'll need feedback to measure the results of your event.

Don't



Details

- ✗ **Forget to set up an event page.** This is where you can house all the event details including venue, time and date, cost, registration, etc. Remember to update this page frequently so attendees have all the latest information.



Blend In

- ✗ **Blend in!** Come up with ways to generate buzz around your event and stand out if your company is part of an exhibit with multiple attendees. Think small contests to engage leads, offer refreshments, or host giveaways.



Go it Alone

- ✗ **Be afraid to ask for help.** You've got staff so use them! Make sure everyone on your team has a specific role in your event and stays on track toward success.



Appreciation

- ✗ **Overlook the importance of saying Thank You!** A thank you card or small token of appreciation can be tucked right into giveaway bags to make a lasting impression on your prospects.