



the
marketing
pod



Event marketing success blueprint

A quick guide for B2B businesses



Introduction

Let's be honest, with virtual meetings and digital interactions becoming the norm during the pandemic, we came to realise there's nothing quite like the buzz of meeting prospects and clients face to face at an in-person event.

There is, of course, still a time and place for virtual events, but the handshakes, the exchanged business cards, the spontaneous conversations over copious amounts of coffee – we've missed it all. It's time to dust off those event badges – **B2B events are back.**

In this quick guide, we'll look at how you can take full advantage of the comeback of B2B marketing events, exploring ways to make the most of the invaluable opportunities presented through in-person connections.

We'll explore the current landscape of event marketing and what you should be doing **before, during and after the event.** These tips will help to ensure your event participation goes beyond simply being present. This is a valuable opportunity to generate leads and push new deals through the pipeline. Heres how it's done...





The current landscape

As we all return to in-person events, marketing teams can be forgiven for being a little rusty. But it's not enough to just turn up with some funky graphics and a table full of free pens and tote bags.

Here are some of the common pitfalls of event marketing to be careful of – they will stand out like a sore thumb to attendees:

Missing the mark

Many businesses are still treating events as mere checkboxes in their marketing calendar—showing up, collecting leads and handing them over to sales. The result? Opportunities lost with discarded business cards and valuable connections left untapped.

"Events are one of the most effective ways to **generate leads** and **close deals**."

– Mark Hunter

Talking too much, talking too little: Finding the balance

Some businesses find themselves in the paradox of either not talking to enough people or drowning in conversations without meaningful follow-ups. Both scenarios hinder the potential for relationship-building and lead conversion.

"Events are a great way to build relationships with potential customers and **show them that you're an expert** in your field."

– Jill Konrath



What you should be doing

Prepare in advance

Success starts before the event kicks off. Plan your strategy, set clear objectives and ensure your team is aligned on goals. Knowing your target audience and having personalised engagement plans can significantly boost your event outcomes.

Personalised pre-event emails with value added inclusions can help you get meeting booked - or at least make sure people know you'll be there. Be sure to include a smiling headshot.

82% of marketers say that events are an effective way to generate leads.

Bizzabo, The State of Event Marketing 2023.

Engage with email nurture journeys

One of the advantages of virtual events was the flexibility – that “attendees” could take action at their own leisure. But we still can and should extend the event experience beyond the venue. Leverage email marketing to nurture leads gained during events, creating compelling journeys that keep your brand top-of-mind and guide prospects through the sales funnel.

78% of marketers say that events are an effective way to build relationships with potential customers.

Bizzabo, "The State of Event Marketing 2023"

Provide value with useful content

Don't just collect business cards – offer value. Provide downloadable resources or free trials that showcase your expertise and address attendees' pain points. This positions your brand as a problem solver, increasing the likelihood of post-event engagement. You can do this through giveaways at your event stand, QR codes which users can scan to access your content or signing them up to an email newsletter on the day.



LinkedIn InMail: Your secret weapon

Harness the power of LinkedIn. Utilise **InMail** messages to connect with event attendees, share insights and initiate meaningful conversations.

LinkedIn is not just a professional network, it's a goldmine for B2B relationships – and unlike “spam” email, your contacts to prospects can be really personal.



After the event: *The show must go on*

Content is king – Even after the event

Create and share valuable content related to the event topics. Blog posts, infographics or video summaries not only extend the life of your event but also serve as ongoing touchpoints for your leads. As you'll likely only have a matter of minutes with prospects at an event, e-guides, leaflets and brochures can be a great way to provide more detail of your offer.

The average ROI for events at B2B enterprise organisations is **5:1**.

– Markletic, 2021

Masterful follow-ups

Craft personalised follow-up strategies. Whether it's a quick email, a phone call or a LinkedIn message, tailor your approach based on the interactions at the event. Timely and personalised follow-ups significantly enhance your chances of conversion.

"Events are a **key part of our marketing strategy**. We use them to generate leads, nurture relationships, and close deals."

David Meerman Scott



Get ready for your next event

As you prepare for your next B2B event, remember that success is not measured by the number of business cards collected but by the relationships nurtured and deals closed.



Work with an award winning agency

The Marketing Pod is CIPR's **Consultancy of the Year 2023** - for the second year running.



Want to run your own event?

Alongside several other wins, we also got the Gold in Best Event for our work on npower Business Solutions' Better Together employee event, aimed at reconnecting and boosting morale among 1000 employees.

Download the case study to find out more.



To unlock the full potential of your event marketing, consider a tailored consultation with our experts. Learn how to maximise ROI, enhance your event strategy and take your B2B marketing to new heights.

Increase your event ROI with a free consultation. Contact us today.

www.marketingpod.com

