



# EVENT MARKETING

HOW TO MAXIMISE YOUR ROI AND TURN  
LEADS INTO BUSINESS

# PART 1) PRE EVENT MARKETING CHECKLIST ✓

# COMMUNICATION

## Tell everyone you are there!

The early bird catches the worm! Start weeks in advance



### SOCIAL

Start publishing content weeks in advance and regularly. Talk about interesting 'on topic' subject matters and engage with content on Twitter and LinkedIn

Don't forget to post in LinkedIn groups!

Follow all other exhibitors on Twitter

Advertise on premium event pages

Link with suitable attendees to invite them to meet for Coffee/Lunch/Visit your stand



### EMAIL

Email all of your identified prospects - particularly last year's attendee list!

Keep the content interesting and unique

Offer a reason for them to come and see you - e.g. a giveaway



### TELEPHONE

Put aside time to call the prospects you really want to meet - suggest setting a time for them to come and meet you on your stand

Offer a reason for them to come and see you - e.g. a giveaway

# TOP TIPS



## IF YOU CAN GET AN ATTENDEE LIST, YOU'RE WINNING.

- Research them and decide who you want to meet
- Identify and target them via social media, email or telephone and invite them to lunch on the day!

### STAND OUT



#### THE EVENT TWITTER FEED

Tweet about 'Hot Topics' & industry issues rather than the standard *'were going to the event'*

### BE CLEVER



#### GOING GUERILLA

It's possible to advertise on your competitors twitter pages.

### REMIND YOUR AUDIENCE



#### RE-MARKETING

Utilise digital re-targeting & banner ads

"SEE US AT EXCEL ON 24th MARCH"

## EMAIL CONTENT



#### EMAIL 1



SUBJECT: Will you be at the event again?



#### EMAIL 2



SUBJECT: Visit our stand to pick up your free...



## SOCIAL MEDIA CONTENT

- 10 reasons why (event subject) is critical to your prospects industry
- Great directions and tips to escape the rush

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If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



8 Kew Court, Pynes Hill,  
Rydon Lane,  
Exeter EX2 5AZ



01392 247200



[peter@chartdev.co.uk](mailto:peter@chartdev.co.uk)