



EVENT MARKETING

HOW TO MAXIMISE YOUR ROI AND TURN
LEADS INTO BUSINESS

PART 4) LIVE TWEETING AT EVENTS CHECKLIST ✓

GOING TO AN EVENT?



MAKE SURE TO FOLLOW THIS HANDY CHECKLIST
TO PROMOTE YOUR BRAND VIA TWITTER...

PRE EVENT

Source event hashtag e.g.: #event

Be sure to include the conference's designated hashtag in all of your tweets from the event.



Let people know you're attending

"Who's going to #event? I would love to meet you there."

"Looking forward to going to #event next week. Going? Drop me a line."



Source Twitter handles of speakers at the event

"Looking forward to watching @speaker at #event."



Set up a Twitter stream in apps like Hootsuite

Look for other people using the #event and spot engagement opportunities. Specifically look for suitable prospects.

"Hi @prospect, I see you are going to #event - would you like to meet?"



Tweet any helpful information about the event

"Great restaurant near #event."

"Driving up to #event - any local people want to share a ride?"

"The #event map isn't great - use this one +link."



DURING EVENT

Tweet a photograph outside the entrance showing the event banner
"Just arrived at #event."

Tweet a photograph of stands you like
"Great stand @exhibitor at this years #event."
This works even better if they are suitable prospects.

Tweet a photograph (selfie) after you have spoken to a prospect
"Productive and encouraging chat with @exhibitor at this years #event."

Tweet a photograph of someone giving a presentation
"Interesting presentation by @speaker #event."

Tweet a photograph of stats shown in a presentation
"STAT @speaker #eventname."

Monitor the use of the events #hashtag
It's a great way to strike up a conversation with somebody else there.
"Hi @prospect I am also at #eventname. Would you like to grab a coffee?"

POST EVENT

On train home
"Great to visit #event did you go?"

Prospect follow up
"Great to meet @prospect, @prospect, @prospect at #event and look forward to meeting you all again soon."

Create a blogpost on your website with all the images and tweets you took
"Sharing my afterthoughts from #eventname."

Don't forget to follow your new Twitter mates especially organisers and prospects.

WONDERING WHY YOU SHOULD TWEET?

Over 67% of users are more likely to purchase from a brand they follow.

92% of brands tweet more than once per day.

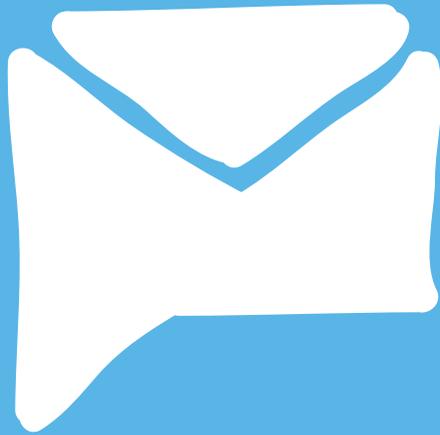
60% of users expect brands to answer a query within an hour.

76% of users are likely to recommend a brand if they've received friendly customer service on Twitter.

47% of users who follow a brand are more likely to visit the company's website.

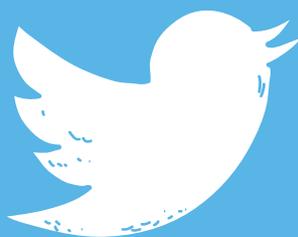
66% of Twitter users have discovered a new small or medium business (SME) on Twitter.

75% of Twitter users feel better about an SME after following a business and reading its tweets.



TOP TIP:

Offer customer support via Twitter, 76% of users are likely to recommend your brand if they've received friendly customer service. But be quick, as they will want an answer within one hour.



ENGAGEMENT TOP TIPS

Tweets with images receive 150% more retweets than tweets without images.

Users are 26% more likely to retweet if the URL is in the middle of a tweet.

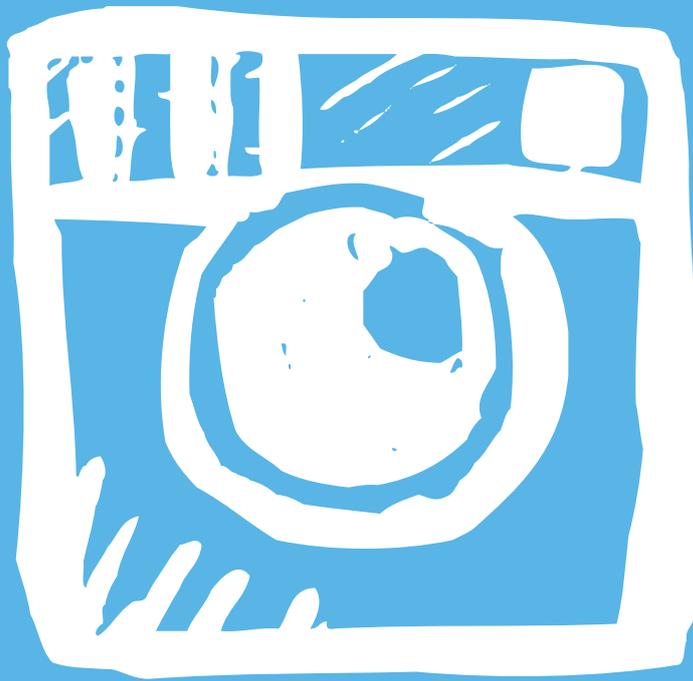
Tweets with images can increase click-through by 18%.

Tweets with question marks receive 39-52% fewer clicks.

Tweets with "quotes" are 53% more likely to be retweeted.

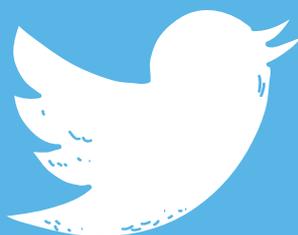
Tweets without links get 25.1% more retweets, favorites, and replies than those with links.

Tweets with one hashtag are 69% more likely to be retweeted than those with two.



TOP TIP:

Make sure to tweet images. You will receive **150%** more retweets than tweets without and as an added bonus it can also increase click-throughs by **18%**.



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



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