

PRE-LAUNCH
Audience - Timing - Location

EVENT
Webinar/Online - Seminar or Conference

INTEGRATED MARKETING CAMPAIGN ELEMENTS

3 Blog/Medium posts - 1 per mo and a post-event recap. At event content (as relevant) should be utilized in on-going communications

Sharing with user forum, communities and relevant sites

IPC: Launching 6-8 weeks prior to event - 1 snippet per month

SOCIAL: Will be campaign-specific, tiers of support in development

ALL MESSAGES AT DIFFERENT TIMES AND POTENTIALLY WITH REGIONAL LANGUAGES 3-4X FOR EACH POST

EMAIL
Launching 6-8 weeks prior to event for webinar/seminar - 8-12 for conference/travel

INVITATION

INVITE #1
V1-Prior Attendees
V2-Prospepects

INVITE #2

INVITE #3

REGS

CONFIRMATION EMAIL

MID-STREAM REMINDER 2+
(Time Dependent)

REMINDER 1W

REMINDER 24H

REMINDER 1H
(Webinar/Online Only)

POST EVENT

EMAIL

ATTENDEES

PRESO/VIDEO

NURTURE
(or related comms)

NO-SHOW REG.

SECOND EVENT?

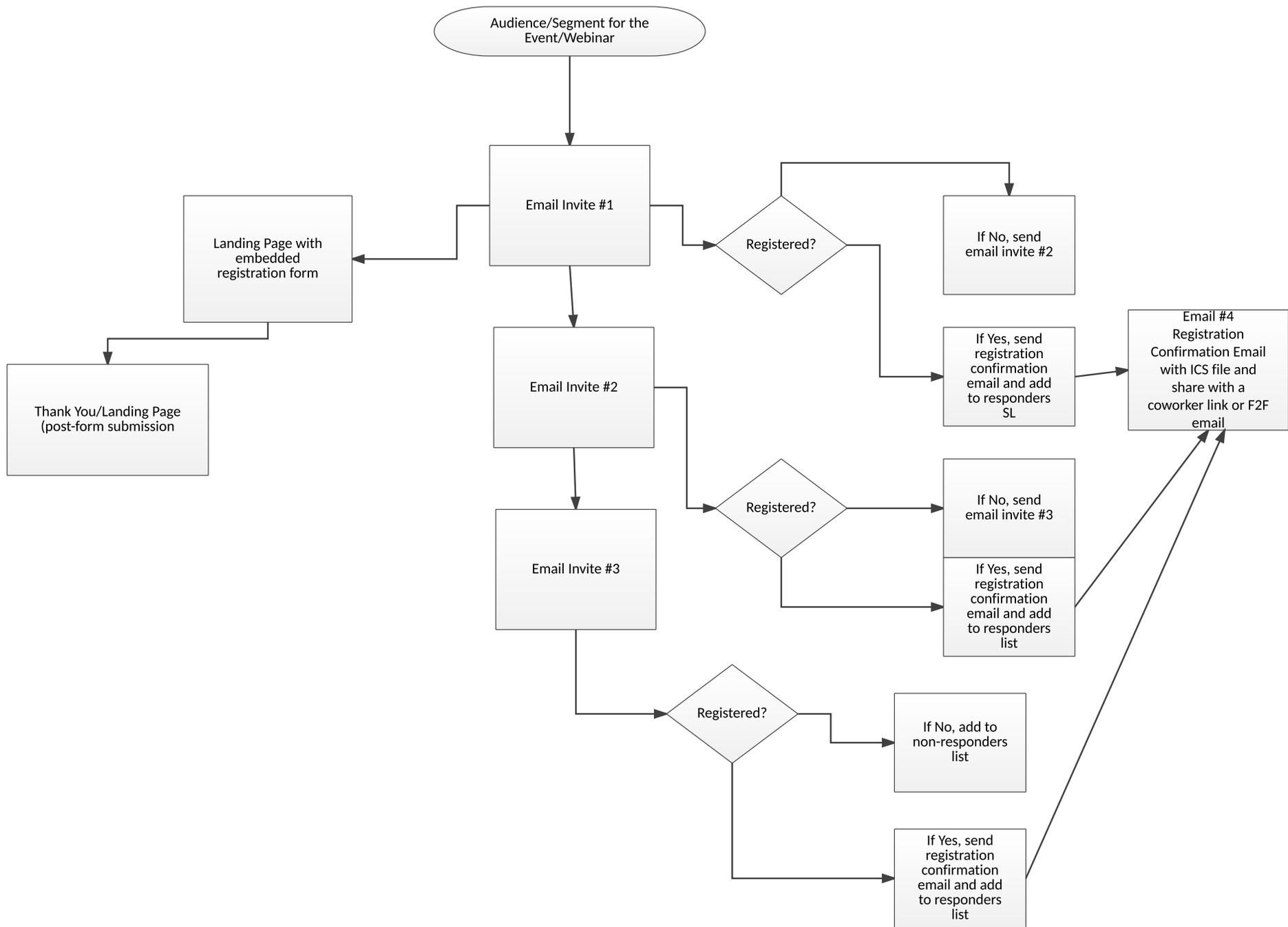
PRESO/VIDEO

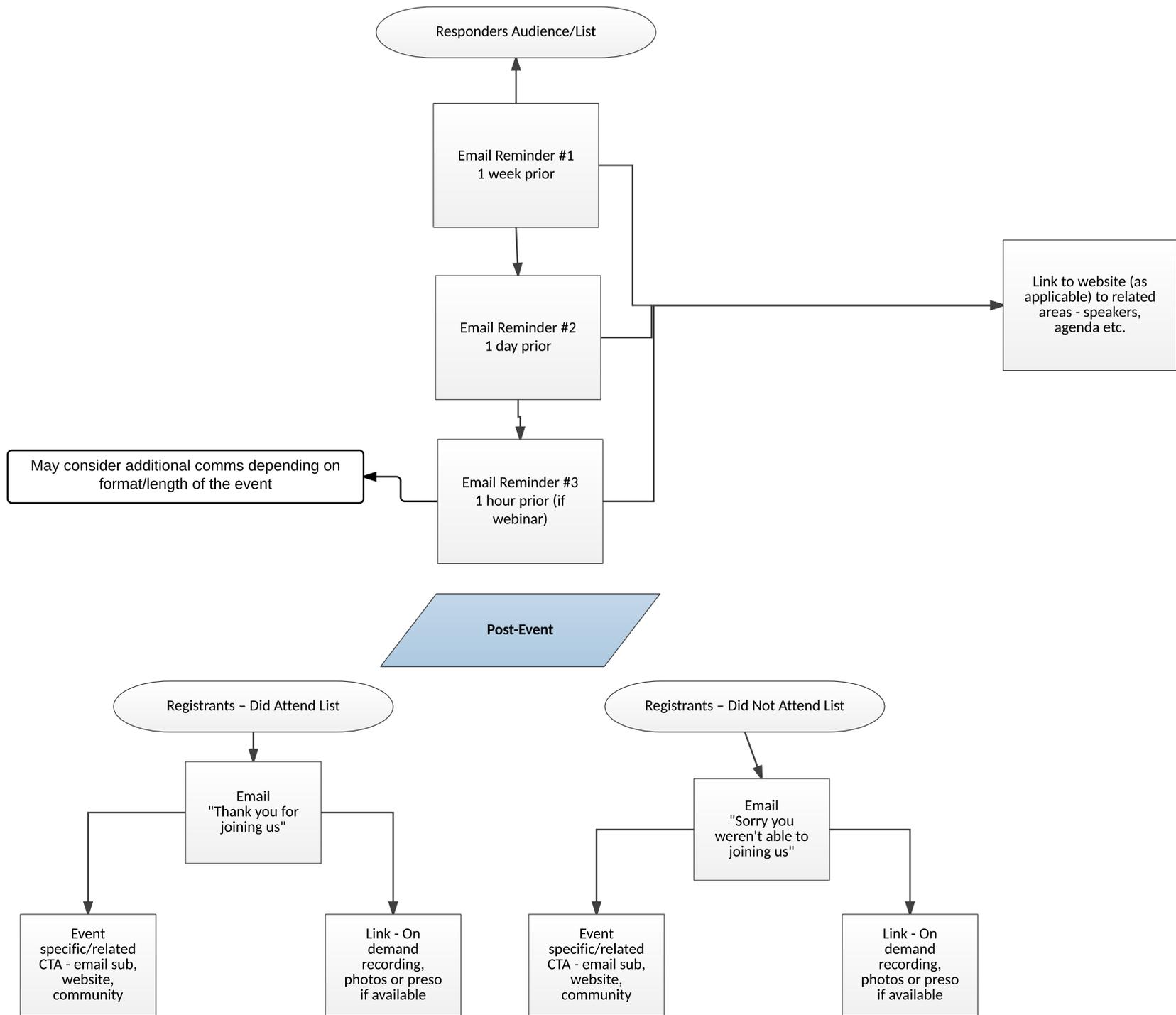
NURTURE
(or related comms)

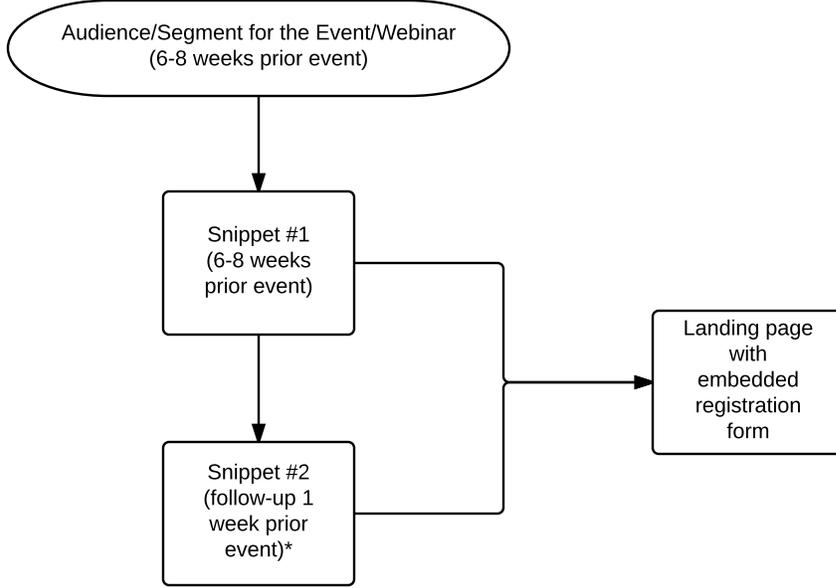
CALLING

TARGETS FOR HIGH TOUCH EVENTS

Areas for Consideration or Update:
Targeting emails (by previous attendance, geo, non-converts to prior email, originating source), web site(s) to add - internal and external.

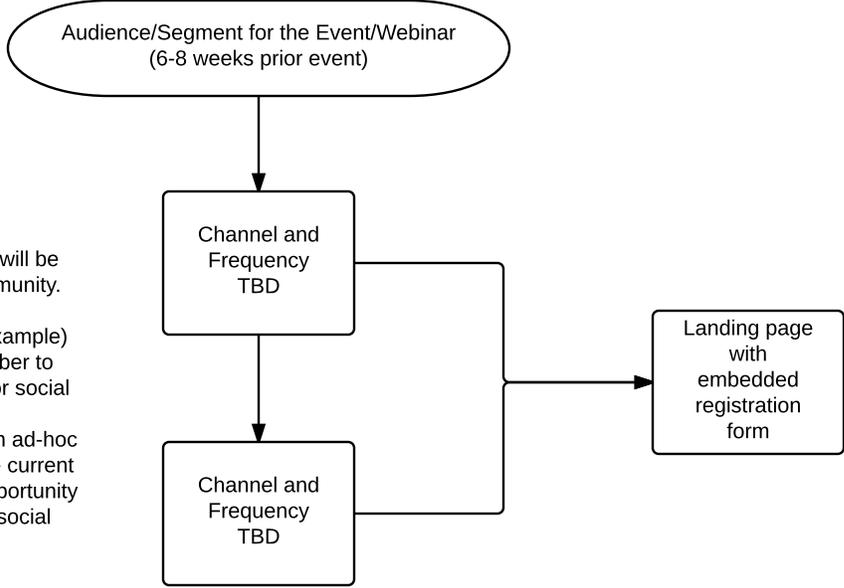






Considerations:

- For international events, consider your snippet campaign launch at least 3 months prior event to allow time for audience to book travel/hotel
- Allow time for localization if promoting internationally
- Each snippet will run for 3-4 days which is the optimal time for engagement and interaction
- With a DMP in place, we will eventually be able to target a follow-up snippet to users who haven't registered for additional messaging, as well as supporting messaging to registrants for free/low-cost events which have a higher no-show rate



Considerations:

Social support for global events will be driven by the relevant local community.

Large events (View Source for example) will have a dedicated staff member to handle the event-specific plans for social

Other events will be handled on an ad-hoc basis by the social team using the current comms template for identifying opportunity and the relevant tiered-level of social support