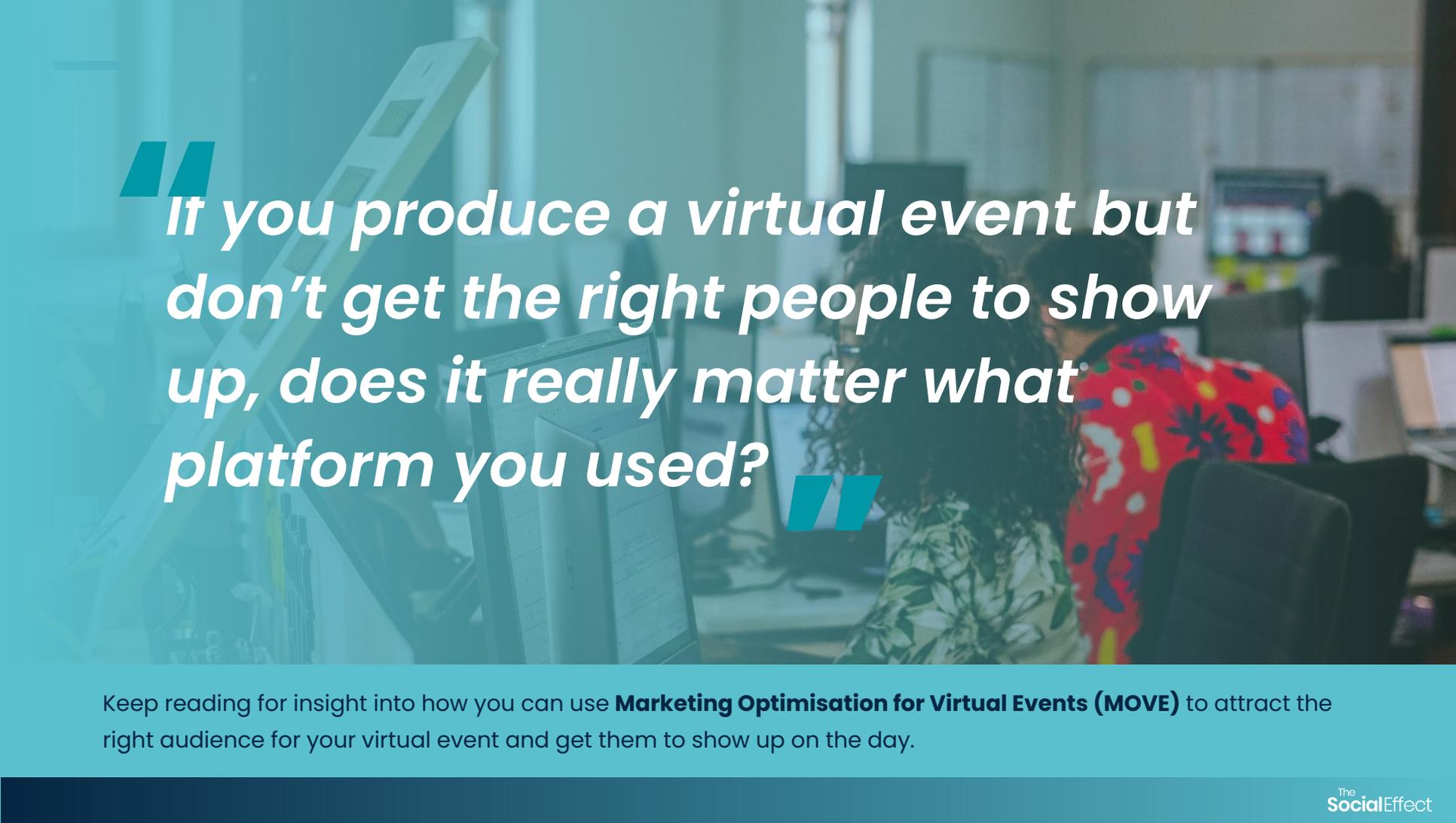




Get more of the right attendees with MOVE:

Marketing Optimization for Virtual Events and Lead Generation





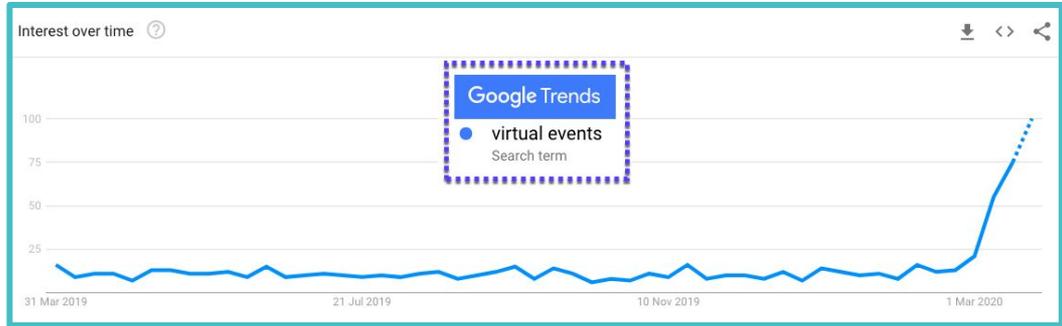
“If you produce a virtual event but don't get the right people to show up, does it really matter what platform you used?”

Keep reading for insight into how you can use **Marketing Optimisation for Virtual Events (MOVE)** to attract the right audience for your virtual event and get them to show up on the day.

MOVE will help you solve the challenges of marketing virtual events

Increased Competition

Make sure your virtual event stands out as the ONE event your target audience must attend instead of the other 50 your competitors are punting out. The graph to the right shows just how popular virtual events have become over the last few months.



Reaching Beyond Your Database

Virtual events allow you to attract a larger number of your ideal event prospects, but from OUTSIDE your CRM. 50% of your attendees should be NEW, unknown prospects.

Attendee No Shows

Virtual events are known for their high number of no shows. MOVE shifts the focus from simply increasing registrations to counter the drop off to keeping attendees engaged after they register to keep their feet warm up until the event.

Converting to registration

With so much choice available to them, your target audience needs a compelling reason to commit to registering for your virtual event. If your event's value doesn't resonate with them they're unlikely to take the bait.

MOVE helps increase your event attendance with % wins:

1

How big is the potential market & audience for your event?



3

How do I get a greater % of people to register via my website / landing page?

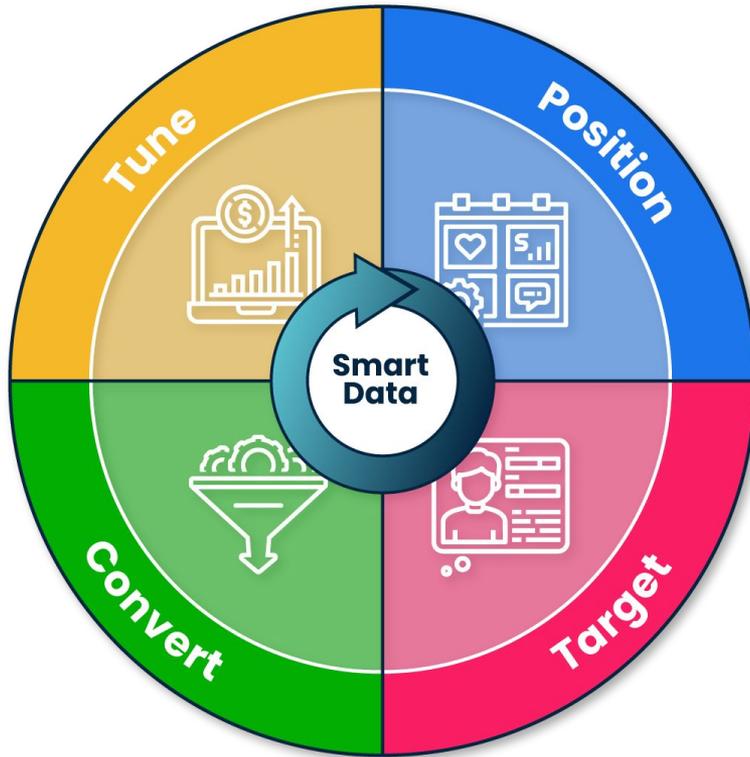
2

How do I get a greater % of the right people to my website?

4

How do I reduce the % of “no shows” to my event?

The MOVE methodology in a nutshell

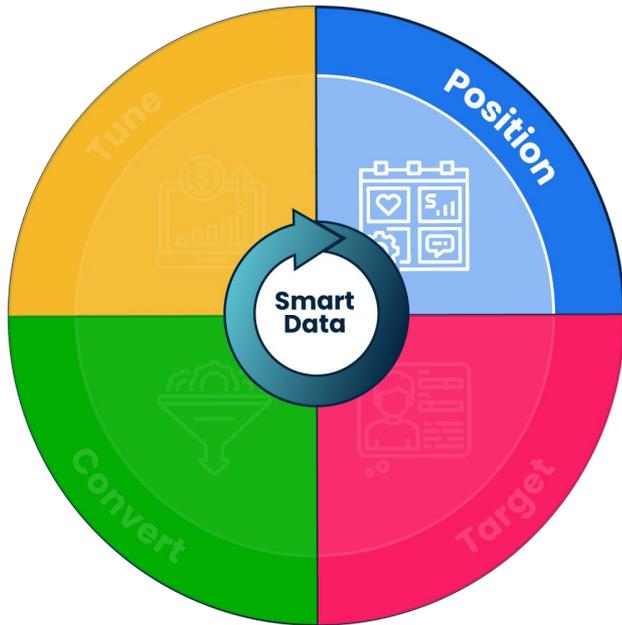


MOVE is a 360 degree, marketing methodology that guides virtual event marketers through a structured process to help them increase the volume and quality of their attendees.

- 1. Effectively conveying your event's USPs to each target persona.**
- 2. Targeting personas and accounts across the web.**
- 3. Optimising landing pages for conversion & keeping registrants engaged until they attend.**
- 4. Using past event Event delivery is built to perform and drive attendee engagement. Event analytics provide deep insights.**

While each of these quads can be focused on individually, they're most effective when implemented together.

Effectively conveying your event's USPs to each target persona.



The problems POSITION solves

- Events which are noisy and cannot attract the right number of attendees
- Events which are poorly positioned and don't address targets' motivators
- Not designing the virtual event around the metrics you want to grab
- Drowning your virtual event in mixed, instead of core, messaging

Position is the first quad in the MOVE methodology for a very good reason: it's your virtual event's positioning that will guide the other 3 quads. Make no mistake, the success of your event is intrinsically linked to the strength of its positioning.

An event that resonates with your audience is likely to attract it. The opposite is also true. Many event producers understand this and map out their personas thoroughly to identify what positioning they will find the most enticing.

The challenge, however, that no matter how strong your positioning is, it won't resonate with all of your personas. The trick is to tailor your positioning to each of your personas without veering too far away from your core positioning.



"If I could reduce the turnaround time on product development, I could achieve the bonuses I'm gunning for!"

Age: 35

Title: Job title

Company: Industry, Name

Location: City, state

Behaviour

Impulsive



Thinking



Monetary



Judging



Primary Interest

Secondary Interest

Goals

- What are their career goals?
- What are their lifestyle goals?
- What organizational goals affect their buying behavior?

Pain Points

- What does their Manager chase them for?
- What are their challenges? Shortcomings?
- What are they most afraid of?

BIO

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. Highlight factors of the user's professional life that make this user an ideal customer of your product.

Motivations

Incentive



Fear



Growth



Power



Acclaim



Preferred Content Channels



Preferred Social

LinkedIn



Facebook



Pinterest



Instagram



Answer the following questions for each of your personas to give you a clearer idea of how best to position your virtual event for each one.

What is it about your event that will give the persona a reason to attend?

What are their motivators (desires / fears)?

What problems is your event going to solve for them?

How is it going to make them feel better?

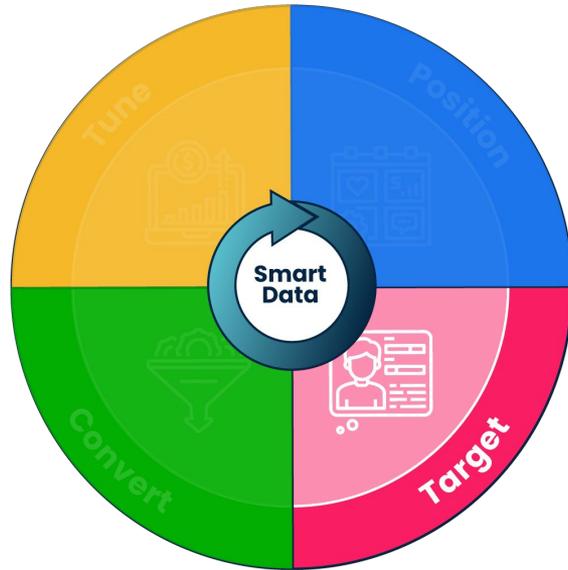
How is it going to help them avoid fears which they currently have?

What other events are happening at the same time as your event and will compete for the attention of your persona?

What is your event going to deliver that will make the persona choose it over another event?

What content journey will generate excitement, motivate registration and then keep the persona engaged until your event?

Targeting personas and accounts across the web.



The problems TARGET solves

- Relying on the spray & pray approach to get your message out.
- Trying to entice different personas with the same generic messaging.

In the Position Quad, you would have mapped out the messages that will resonate with each of your personas. The Target Quad is all about getting that message in front of your personas.

There's a lot to consider when deciding when, how and where you're going to target each persona, so it's important to keep the buyer's journey in mind so that you can communicate the most relevant message at the right time to motivate registration.

Since there are fewer barriers to entry for Virtual Events, there are also fewer reasons to show up on the day, so your targeting plan should also include an engagement phase to keep your attendees engaged until they actually log into your virtual event. A generic series of automated emails just won't cut it in the digital space, so treat your engagement phase with as much urgency as your awareness, consideration and decision phases to avoid severe attrition from registration to attendance.

The Virtual Event Marketing Double Funnel



Answer these questions to help you identify the best way to deliver your message to your target audience.

What are your personas' preferred digital channels and what are their behaviours on each of these channels?

Do your personas typically have the same behaviours or will you need a different distribution plan for each persona?

How will you break up the benefits into easily digestible messages to distribute, educate and excite?

What delivery methods, style, formats, platforms and media will work best to convey the benefits of attending your event?

What dates and times will you be releasing each phase of your campaign to ensure maximum effectiveness?

How easy is it to change your methods of distribution? And how quickly can you react to making changing on ads or channels that aren't performing?

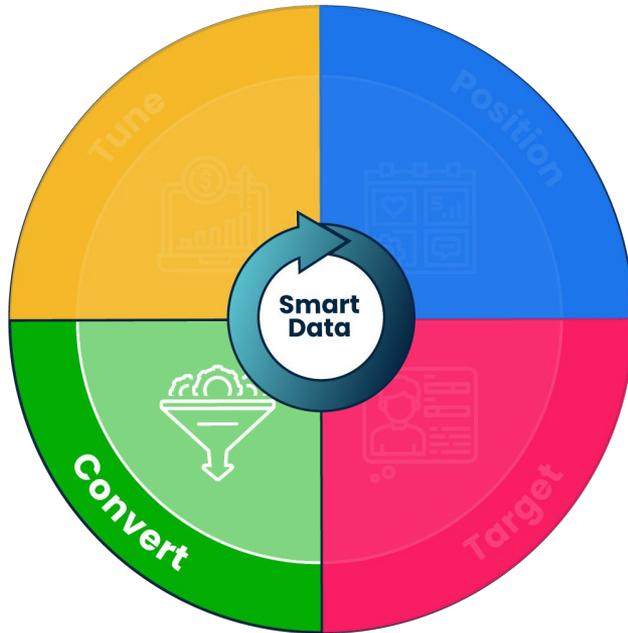
How will you be reporting on the success of your campaigns? E.g. How many people have we reached? Not reached? Which ads are working, which aren't?

Can you segment your CRM data into personas? Use these persona email data to create custom audiences (LI, FB, Google)

What is your LinkedIn strategy (number one micro-targeting platform)?

How can you utilise your sales/marketing teams 1st level connections?

Optimising landing pages for conversion & keeping registrants engaged until they attend.



The problems CONVERT solves

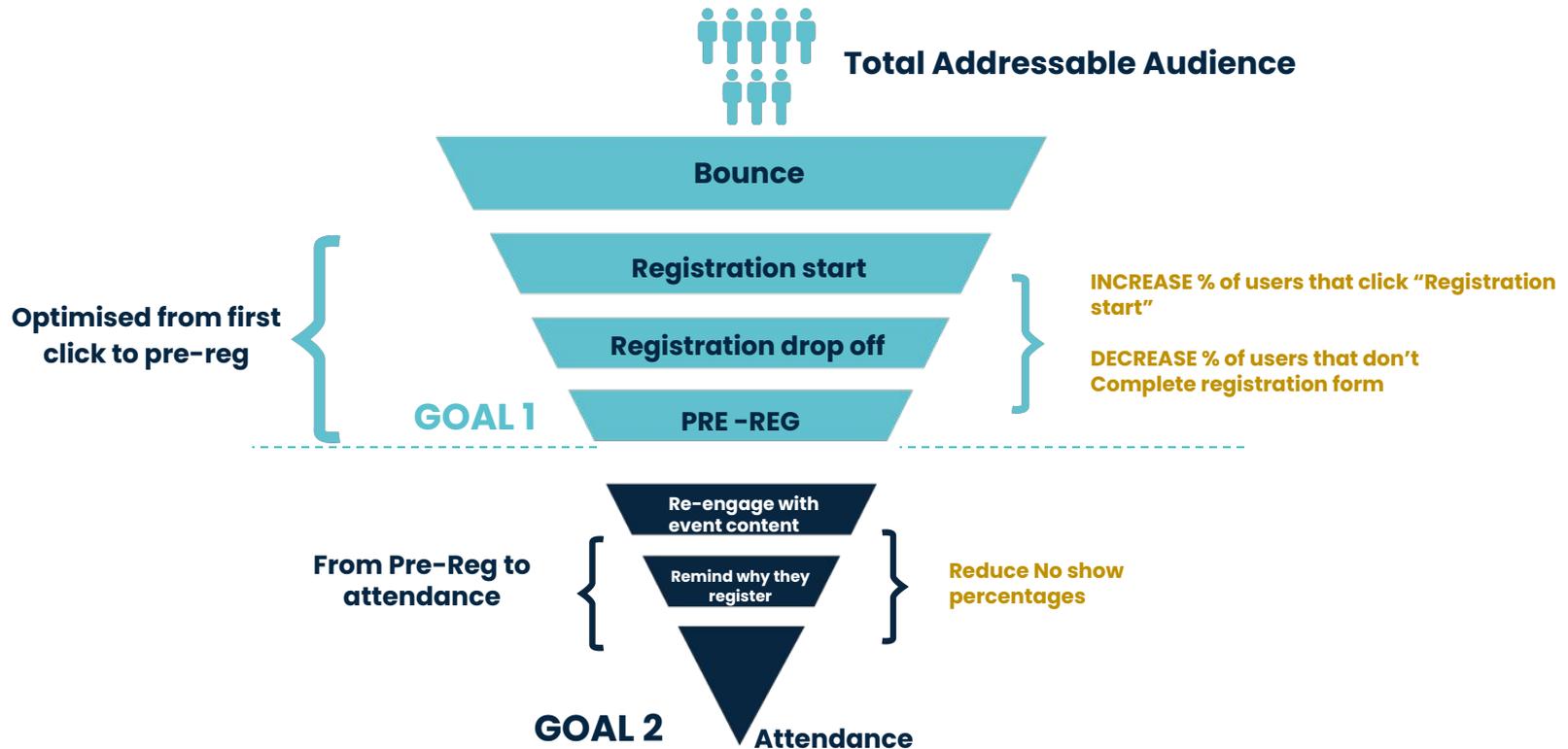
- Wasting budget on ads & channels that aren't performing
- Losing registrations through a poorly optimized website / landing page

It's a common misconception that more traffic equals more registrations. Pumping more traffic to an unoptimised website is as futile as pumping water into a swimming pool with holes in it.

The Convert Quad is all about plugging the holes in your registration journey, from your target audience's first click until they actually log in to your event.

Constantly reviewing and revising your registration journey to reduce friction for your attendees will increase your registration numbers exponentially. Increasing your conversion rate by even 1% will show significant improvement.

The Virtual Event Conversion Funnel



These questions will help you optimize your virtual event marketing during your campaign:

Is our target audience responding to your messaging? If not, why not?

Are your personas active on the channels you anticipated? Which channels are showing the best results?

Are some ads resonating with particular personas and not with others? What can be learned from each persona's response?

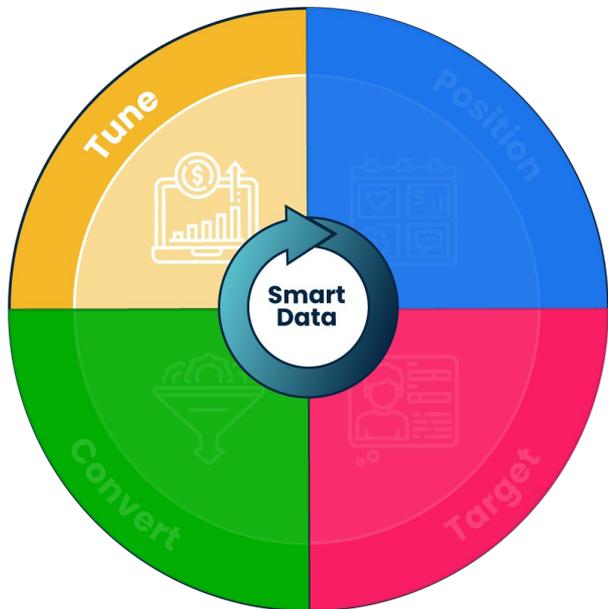
What is the percentage of people who click on our ads? How can this be improved?

What percentage of the people who land on your website / landing page are registering? How can this be improved?

Are people who registered engaging with your post registration communication or returning to your website / landing page? How can this be improved?

What percentage of registrations converted into actual attendees? Was it similar across all personas or was there a big variance?

Using past event analytics to provide deep insights to improve performance of future event marketing.



Problems TUNE solves

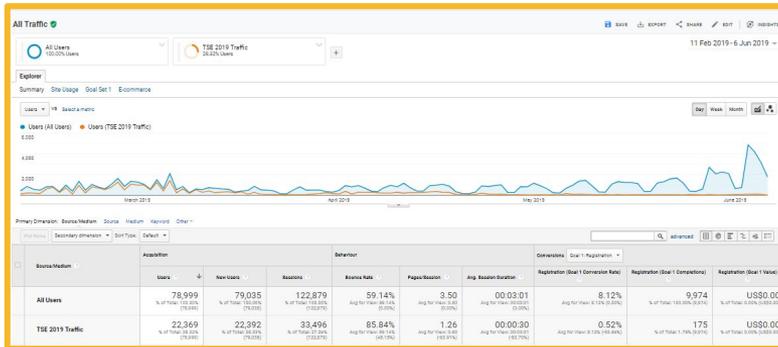
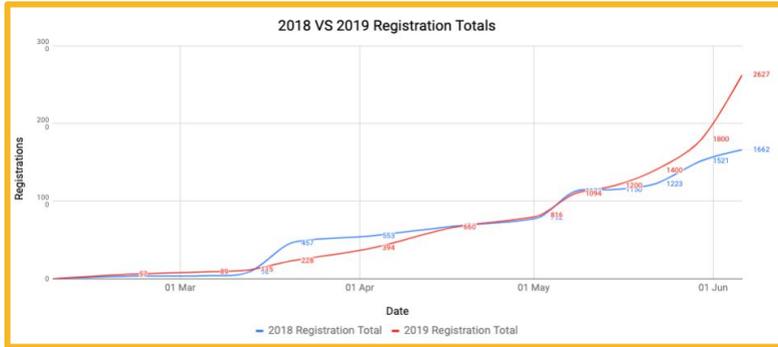
- Not knowing which elements of your campaign worked and which didn't
- Not having a clear idea of where to start on your next events marketing

There's nothing quite as powerful as learning from past experience and that's where Tune fits into the MOVE methodology - this is how you fine tune your event over time. If this isn't your first virtual event, then you can start with Tune instead of Position because you will already have a lot of data and reporting to draw on.

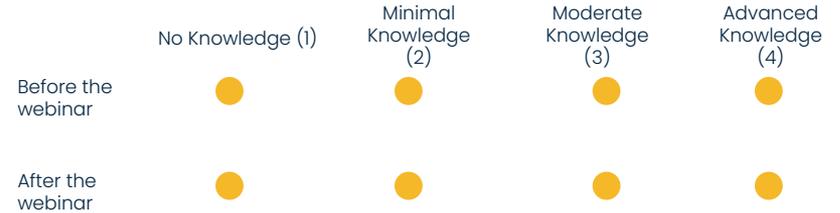
Tune is about more than just reading ad reports, it's about getting a 360 degree view of your event from start to finish. Not only do you need to review whether your positioning did, in fact, resonate with your audience, but also whether your event delivered (and delighted) based on the experience attendees were expecting.

If this is your first event, make sure that you have all of the relevant tracking in place so that you can access it easily after the campaign for analysis. Of course, if your data is telling you something isn't working, don't wait until the end of the campaign to make changes - but make note of what wasn't working and whether your change showed improvement.

Example Reports



Post event survey examples



Classes and Training Questions examples

Prior to event, how much of the information that you need did you get?

Y N

How useful was the information presented in the course?

Y N

Do you have a friend or colleague who would enjoy speaking at our future events?

Y N

Did the course improve your skills

Y N

How satisfied were you with the course?

Y N

Tune Questions

Did the benefits communicated through your campaign follow through at the event?

Were your attendees able to access the benefits easily (times, places, formats etc.)?

Which personas registered but didn't show up? What does this tell you about the true understandings of each persona?

What could have been done differently to convince the no shows to show up?

What are you doing to keep attendees engaged for future events?

What feedback did your attendees provide post event? How can you incorporate their feedback into future events and your marketing?

What channels & content worked best to deliver registrations? Did those registrations follow through and attend?

Based on your analysis, do you need to change your event, or merely position it differently to reach another audience or explain the benefits more efficiently?

Which elements of MOVE are essential?

They ALL are!

Poor Positioning, Targeting, Conversion, or Review won't fulfil its attendance potential.

Importantly, you will not be able to judge what worked and what didn't, and so make the necessary changes for the next event.

Additionally, with no predetermined success markers and metrics review, you won't truly know how successful your event really was.

OK, so how do we MOVE a Virtual Event?

MOVE is driven by our proprietary QuadBoard. The QuadBoard splits Virtual Event Marketing into

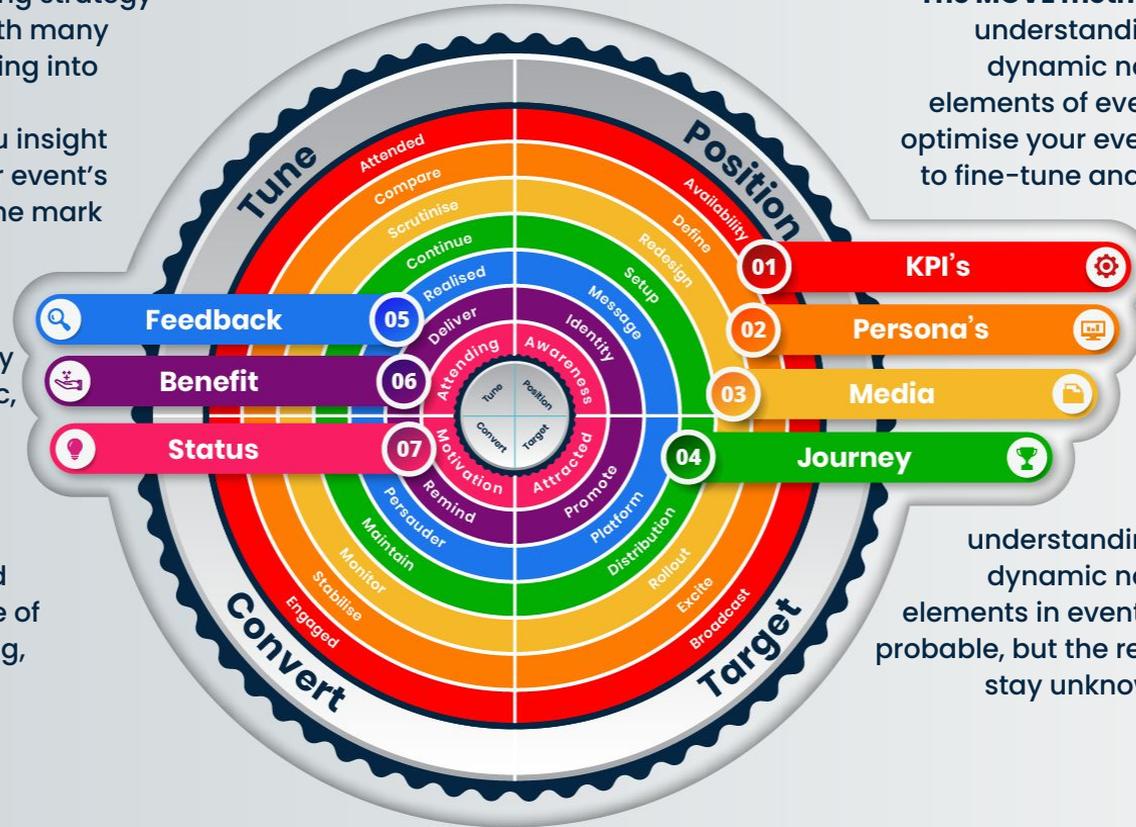
4 equally important, mutually inclusive stages: Position, Target, Convert, and Review.

Each of the four stages has its own approach and methodology.

Our MOVE Methodology in a much bigger nutshell

A virtual event marketing strategy is an intricate beast with many moving parts, all weaving into each other. The MOVE methodology gives you insight into where exactly your event's marketing is missing the mark and how to get it back on track.

The MOVE methodology is a graphical, systemic, and functional representation of the relationships and interdependencies of all of the success - and fail - points in the cycle of event design, marketing, and execution.



The MOVE methodology is a (near) complete understanding of the interconnected and dynamic nature and behaviour of all the elements of event marketing. It allows you to optimise your event successes, and allows you to fine-tune and continually improve the way you market your events, so that your event successes keep growing.

Without a (near) complete understanding of the interconnected and dynamic nature and behaviour of all the elements in event marketing, failure is not only probable, but the reasons underlying failures will stay unknown, leading to repeat failures.



Good luck with your MOVE to
virtual events

**Would you like more help or
info with your MOVE?**