

The New Face of Event Marketing



Eye opening statistics and tactics that illustrate how event marketing can impact customer purchase behavior like never before.

Give Customers a Reason to Talk About Your Brand

In today's buyer-empowered world, brand marketers need to seize every opportunity to build relationships, generate goodwill, and earn the trust of prospective customers. The modern consumer wants more than a pitch when evaluating solutions or making purchasing decisions. Events offer a unique opportunity for customers to interact with brands. In fact, over 90% of consumers said being at an event makes them more likely to purchase from a brand they interact with.

Every time you hold an event there is a room full of brand evangelists.

Give your brand evangelists a reason to share the event with their friends and family. This tactic is effective because 92% of consumers believe that recommendations from friends and family are the most reliable form of advertising. So how can you leverage your brand evangelist to advertise for you?

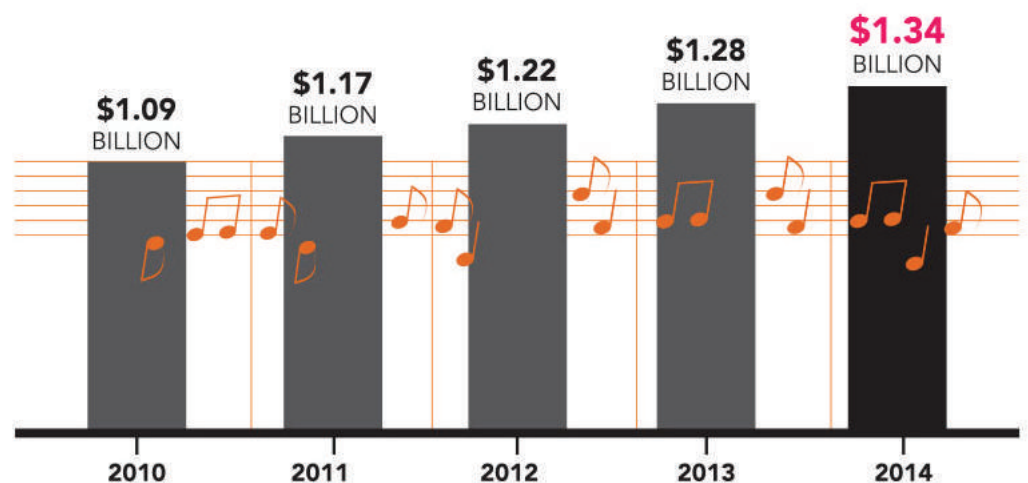


Adweek

Leverage Event Sponsorship to Create Recommendations

North American-based companies will spend \$1.3 billion to sponsor music venues, festivals and tours this year, up 4.4 percent from last year.

Source: IEG Sponsorship Report



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4 Ways to Build Recommendations on Social Media at Events

Engage with Event Specific #HashTag



Most events create their own specific hashtag(s). Make sure to interact with this hashtag so people at the event will see your posts. You can even use the hashtag before and after the event to build anticipation or stay in touch.



Share Your Location

If you already have a following tell them you are attending the event and where you will be located. There's a good chance some of your followers will stop by to see what you're doing and chat. Make it easy for people to find you.

Make Sure you have and Power

If you want to use social media at the event you are going to need Wi-Fi and power. If possible, use a hot spot or a device with cellular service. This can save you some serious cash as event Wi-Fi can be expensive. Also, access to an outlet is great because it lets you keep your devices charged.



Hire a Photographer

A professional photographer will make sure to capture all of the money shots at the event. Not to mention it will also give you great content to share with your fans after the event. Even the best camera won't compete with the eye of a skilled professional.

Selling Event Sponsorship to Your Boss

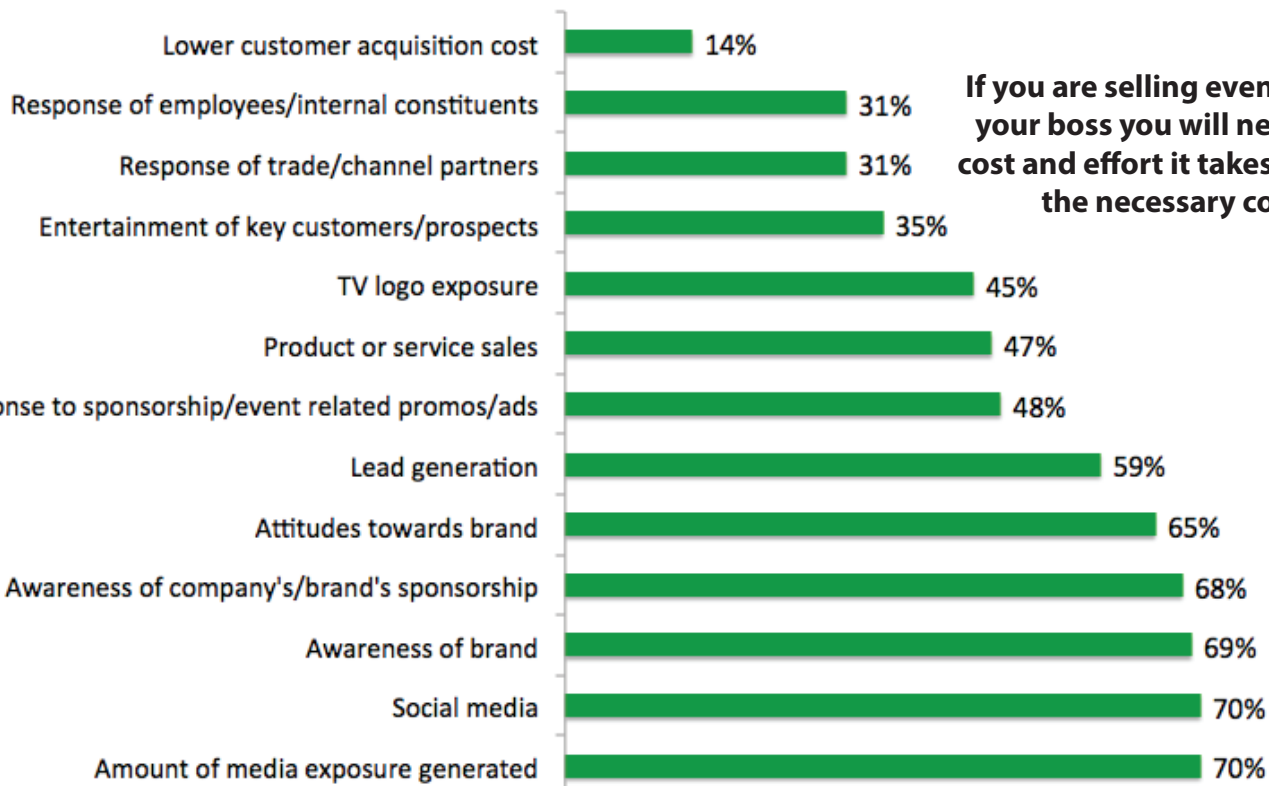


Benefits

- Increase Consumer Awareness
- Generate Leads
- Sell Products or Services
- Create Brand Loyalty
- Win the Hearts and Minds of Your Audience

The ability to measure the impact of your event can be the difference between a job well done and a complete failure

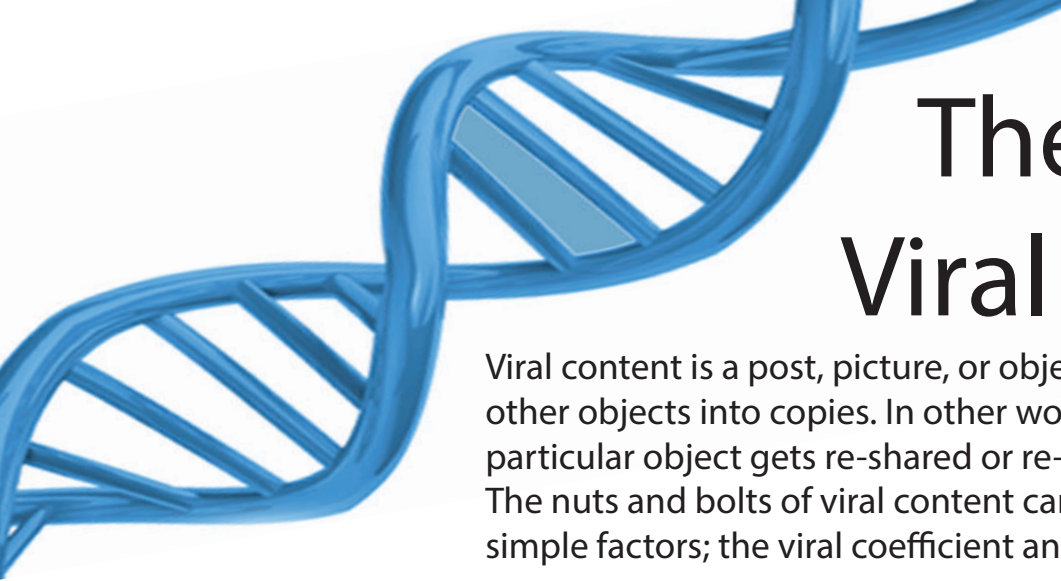
Metrics Used to Measure ROI and ROO



If you are selling event sponsorship to your boss you will need to justify the cost and effort it takes to coordinate all the necessary components.

Q5. How does your company measure ROI and ROO of sponsorship and/or event marketing? Select all that apply
Source: 2013 ANA/IEG Sponsorship and Event Marketing Measurement Survey

Social Media Analytics Make it Easy to Measure Your Events ROI



The DNA of Viral Marketing

Viral content is a post, picture, or object that replicates itself or converts other objects into copies. In other words, when a post goes “viral” a particular object gets re-shared or re-created, much like a virus in real life. The nuts and bolts of viral content can be explained by looking at two simple factors; the viral coefficient and the viral cycle time.

Amplify Your Event 1000x

Increase the Viral Coefficient

The viral coefficient is the number of new copies your object makes of itself. For instance, the number of retweets/shares/reproductions of a social media post is the viral coefficient. In order for your posts to be viral the overall viral coefficient needs to be greater than one. In other words, your object needs to be shared/retweeted multiple times to become viral.

1) Connect before the event.

Prior to an event tag the host on a few social media posts and give them a chance to follow you. This increases the likelihood that they will reshare your content during the event.

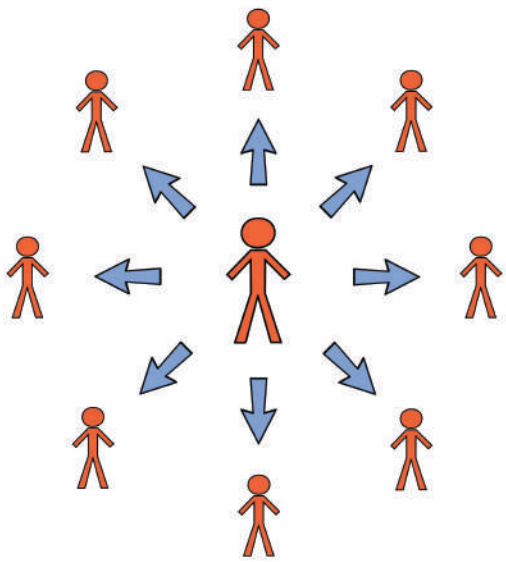
2) Use high quality branded visuals during the event.

A good picture is worth more than a 1000 words on social media. Numerous academic studies have shown that the primary ad function in viral ads was branding. Also, timely content makes a major impact. During the event, create branded content that is visual, personal, and timely.

3) Make it easy for people to re-share your content.

Tagging people in content that is relevant to them will increase the chance that your content will be re-shared.

Viral ads work because people trust their friends



Organic reach has declined and Facebook's engagement rates for paid advertising are dismal. How do you get more out of your marketing budget? Snapifeye fills the gap by creating branded viral content that builds engagement and drives web traffic.



The primary ad function of viral content is branding.

Decrease Viral Cycle Time

The viral cycle time is the amount of time it takes your post to replicate itself, and for your content to be posted and re-shared. A shorter viral cycle time means that your content replicates itself more quickly. To increase your chances of a post becoming viral shorten the viral cycle time.

1) Decrease your production time.

Post your content quickly and it will be more relevant to the event. There is power in posting something that is happening right now.

2) Plan your social posts.

Create social posts for your events ahead of time so you can share them when the moment is right.

3) Publish your professional photos now.

If you wait three days to publish your professional photos they lose impact. Current content is an accurate reflection of what is going on now and people inherently understand this value. Give people the ability to instantly share professional content and they are likely to do it.

Event marketing works for B2B.

The purchase intent among consumers who interacted with a brand at a B2B event rose 34%. This lift in purchase intent is significant considering nearly 50% of the time intent translates into sales. (Adweek)

Snapifeye Makes Viral Event Marketing Easy

Capture Your Guests' Authentic Experience



Customers Share Branded Viral Ads with their Friends



Measure the Viral Impact and Calculate your ROI

4.6K INTERACTIONS 

BY 3.9K UNIQUE USERS 

366.9K IMPRESSIONS 



Snapifeye

Unlock the Viral Power of Your Next Event
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