



Event Marketing Guide: Strategies, Ideas & Examples

There are seemingly a million ways to go about [event marketing](#). In fact, depending on your role in your organization, event marketing can take quite a few forms. What's undeniable? When it comes to events, whether they be in-person, virtual, or hybrid, promotion is key. Using technology, data, and analytics, event marketing can be easy to implement across events and at scale.

What is Event Marketing?

For many organizations, events represent a large share of their overall marketing budget. In fact, many event companies allocate anywhere from 20 to 50 percent of their budgets for brand experiences, with the predominant portion going to events. Many marketers believe that, after a website, events are the most effective channel in their "marketing stack," given the power of in-person and virtual experiences and the ability to forge one-on-one connections. That's why event marketing is critical.

The Event Marketing Process

Events can be expensive, which is why determining your event strategy is important. Your budget, goals, and more will determine what events you plan and the type of [event promotion](#) you run with. The event marketing process begins by acknowledging that there is an event that can help your organization achieve a goal. Events can add to the sales pipeline, help improve morale, promote a product, and more. By identifying what you hope to achieve, you can plan your promotion and objectives based on that goal.

Event Technology and Online Event Marketing Software

Using event technology can make event marketing easier. The more comprehensive your event technology is, the easier it is to integrate with other marketing systems you already use. For starters, look for a tool that allows you to create customized and automated emails. This will alleviate manual email promotions and allow you to allocate your time to more pressing issues (like driving registration). With [event management software](#), you can be sure that you have the data you need to prove the success of your event marketing strategy. When all the data is collected and stored in one place, you'll get better visibility into the event and your processes.

Virtual Event Marketing

The silver lining of [virtual events](#) is that the barriers to entry with an [in-person event](#) are lowered; travel is nonexistent, and the cost is very often reduced. With these barriers gone, your virtual event has the potential to attract more attendees than your in-person event ever has. However, make sure that you are marketing your event well so your potential attendees are aware of it. Social promotion can be critical for these events as is working with sponsors and partners to expand your reach.

Event Marketing is an Essential Part of Event Planning

Events can drive organizational success. Whether in-person, virtual, or hybrid, they empower connections and educate attendees. Event marketing is essential to persuade attendees and increase registrations. And it's made easier with event marketing and management software. As you plan your next event, take the time to outline an event marketing plan. For help getting started, check out Cvent's exclusive eBook [Event Marketing Strategy for Dummies](#) that will help you develop effective event strategies.