



# Tips for **Successful** Online Events



The growth & capability of online media demands businesses do more than just provide a website. Because more and more people are connecting online, surfing, checking emails, watching videos, gaming, reading news, and socializing through social networks. The business of online process has to keep up with this new virtual world. With socializing through social networks at an all-time high, reports showing people spend less time watching TV, socializing offline, relaxing but instead are opting to connect online. This is where your business needs to take a real process in connecting.

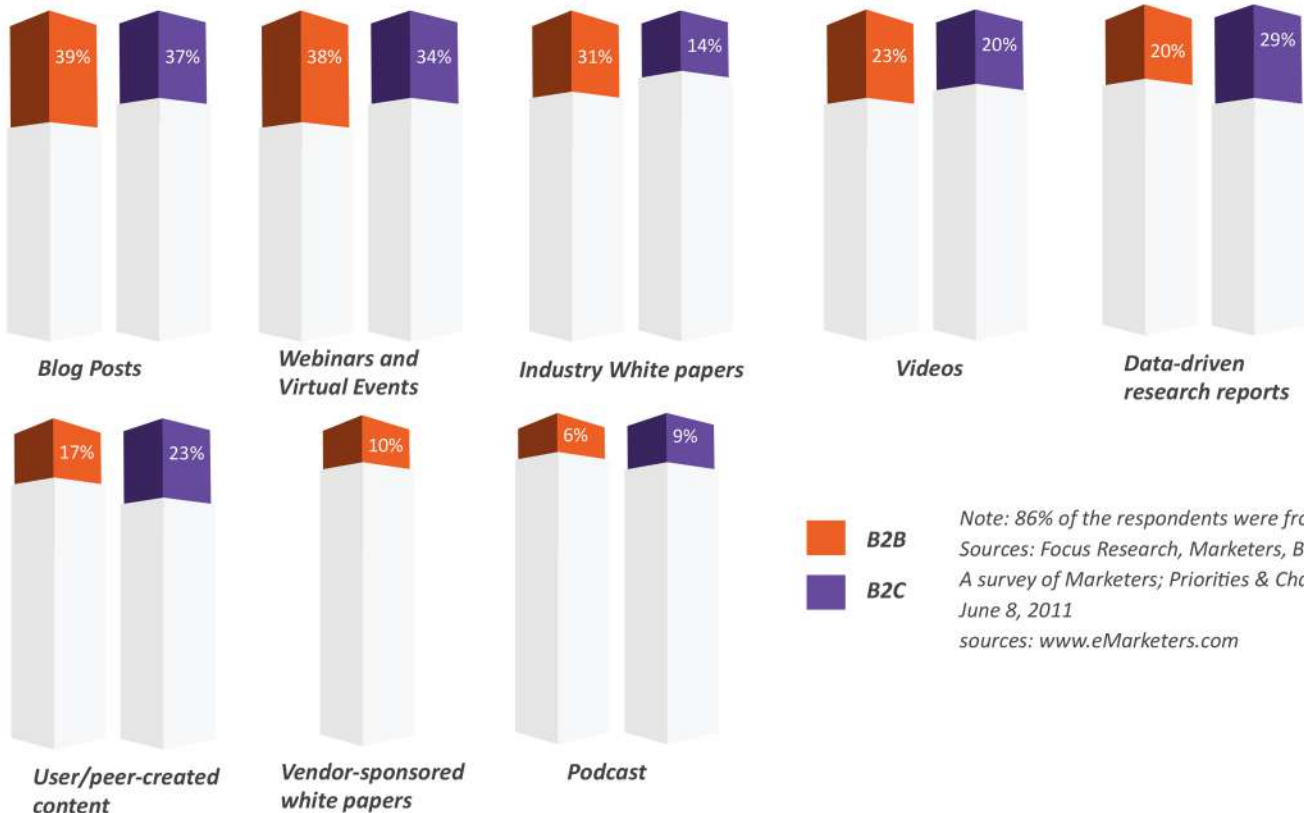
For online businesses, it is, of course, a great opportunity to grab more customers, and reach out to more prospects. And, this has made them host online events and influence people to enhance the presence of their business.

Virtual events save companies money according to a report last year by GigaOm.com, the average virtual event saves \$1,000 in travel costs per attendee.

In a 2011 study, Virtual Edge Institute found that 82% of the online audience found the virtual environment helpful in making a decision to attend in-person next time, meaning your future events could see a rise in attendance if you stream online.

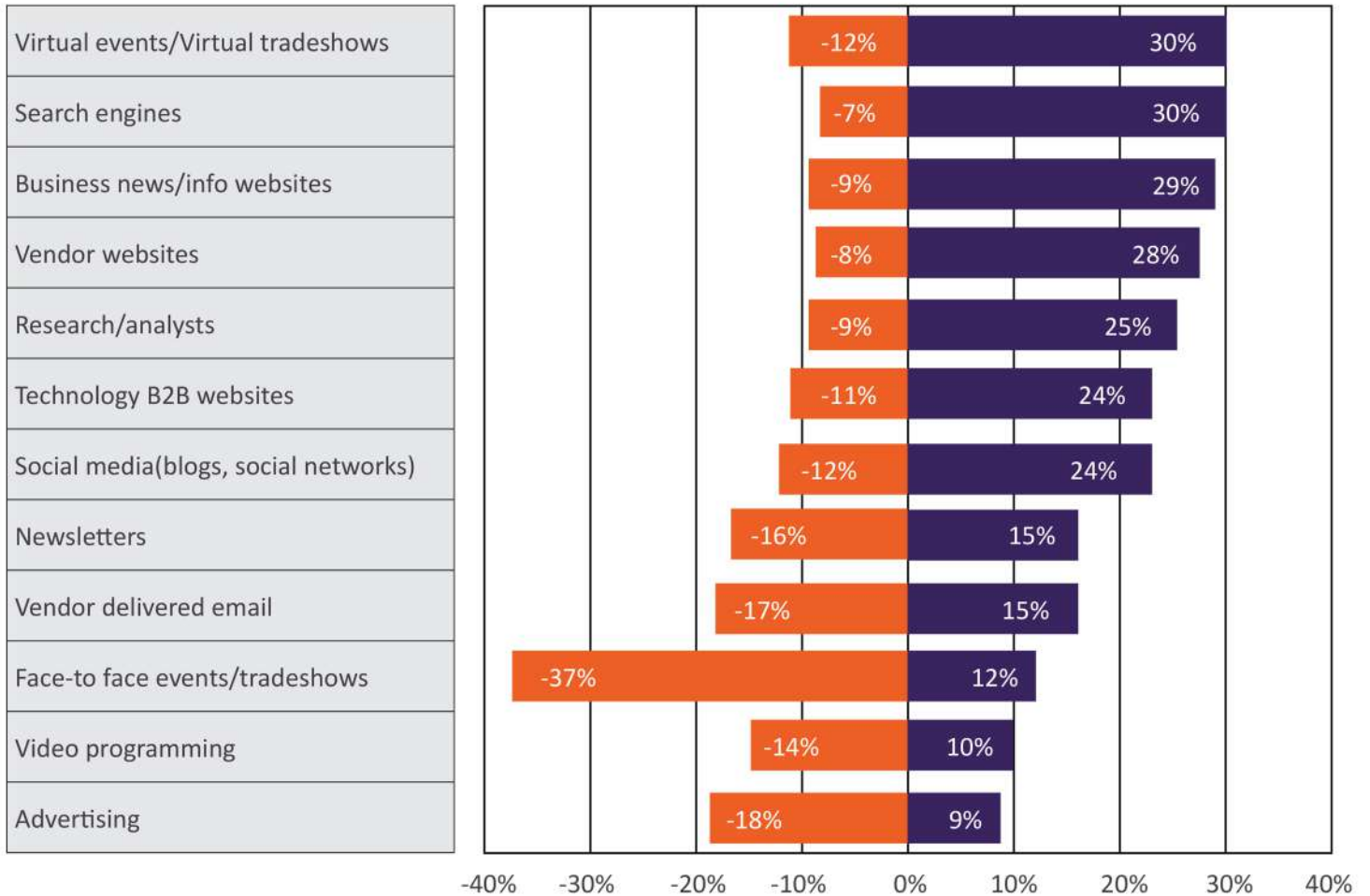
## Content Types that Are Most Valuable for Directly Supporting Marketing Objectives According to B2B and B2C Marketing Professionals World-wide, May 2011

% of Respondents



Note: 86% of the respondents were from North America  
 Sources: Focus Research, Marketers, Benchmark 2011: A survey of Marketers; Priorities & Challenges, June 8, 2011  
 sources: www.eMarketers.com

Decreasing usage      Increasing usage



Source: Marketing and TechWeb Business Technology Buyers Survey Methodology Fielded May 11-26, 2009, N= 1,491

No doubt, the majority of people are connected through social media and social forums, which makes online events even more interesting. But the question for decision-makers is how to attract more people through these online events, and how to influence them for buying when they turn up.

## Ways of promoting your online events:

### Through Customer Contact

- Email Lists
- Phone Calls
- Direct Mail

### Direct Mail

- Social Media
- Blogging
- SEO

### Direct Mail

- Dedicated emails
- Content syndication
- Sponsored webinar package
- PPC
- Print ad & Press release

There is no sure-shot way that will automatically encourage your customers and prospects. However, taking into account some specific things, you can make your event more interesting and successful.

## 1. Create a theme that is goal-oriented

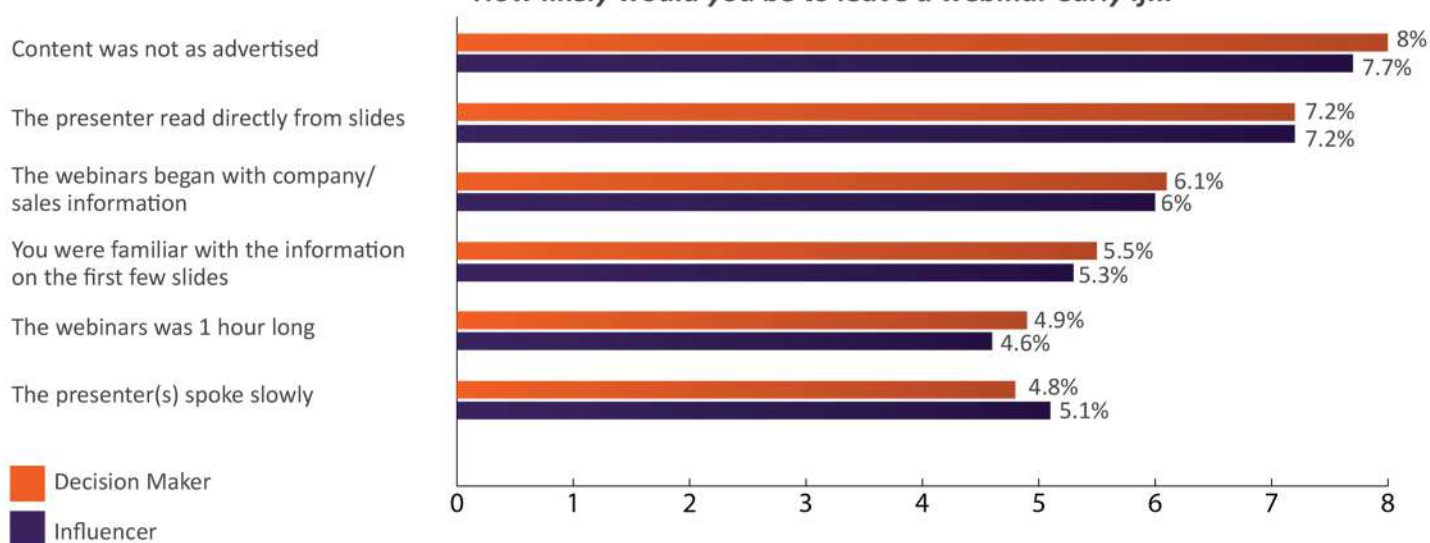
The first step is to set the goals for your event. For example, are you promoting your newly launched product? Networking to enhance your reach? Or, sharing information or common goal regarding some topic? You need to be very specific about the goal of the event so that people can get a better idea about the event.

## What to consider?

- Create interesting and appealing content of your event
- Give specific reasons and 'influencers' regarding 'why should people join your event?'
- Highlight major crux of the event
- Give brief about the duration of the event (for example, 30 mins, 45 mins or One hour)
- Don't confuse your audience with too much unnecessary information
- Keep things simple and concise for easy understanding
- Inform your audience with simple and clear information rather than impressing them

People like to join events when they get a clear idea about what is going to happen and how it is going to benefit them. So, stay focused on what you are going to deliver.

### How likely would you be to leave a webinar early if...



Downloaded materials



Visited a Virtual booth



Spend time in resource center/library



Watched a live webcast



Watched an on-demand webcast



Used a networking tool (eg. chat)



Responded to a survey or poll



Used social media tools (eg. Twitter)



Exchanged contact info with other attendees



Used a Q&A feature



Exchanged contact info with sponsor/exhibit

**Note: n=187**Source: Marketingprofs and ON24, “The Practicalities of Virtual Events,” June 23, 2011

## 2. Use multiple platforms to invite

Today, people are interconnected through more than one platform. So, don't just rely on one platform in order to send invitations. Convey your message from different directions. But, convince the people with your message, so that they can believe it isn't spam or junk. It is better that people get a sneak peek of the event before you send them the official invitation.

### What to consider?

- Use different platforms for sending invitations
- Shoot targeted emails for getting more audience
- Send time-to-time reminder to help your audience remember the event date and time
- Promote your events on popular platforms to reach out more audience

It's always beneficial when your invitation is personalized so that it can influence your attendees to join you for the online event.

## 3. Add fun with special surprise

People like things when they find some kind of fun in it. If your event sounds boring, they might not come to join you. So, spice up your event with some fun elements or surprise packages to keep your audience interested.

### What to consider?

- Add those things that people love to see, for example, some kind of offers, etc.
- Offer a discount, promotion, or other special packages to encourage attendance
- Add images and video clips to keep the event engaging
- Throw a little glance on some surprises that you are going to reveal at the event
- Make sure what you are promising is surely going to be delivered
- Don't over-hype anything, keep things simple and short

So, juice up your event, people love to come when they know there is something interesting in it. Make sure they realize how exciting your event is going to be.

## 4. Socialize your event

The more you socialize your event, the more popularity your event will gain. So, make sure you are providing enough opportunities for social sharing and ultimately more conversation. People get more influenced when they see their colleagues and friends are also involved and attending the same event.

### What to consider?

- Create interesting social messages to influence people
- Use funny and attention-grabbing graphics to create curiosity
- Share some facts or statistics regarding the theme of your event
- Update them time-to-time to keep them in the snooping zone
- Interact or send replies to your prospects for more intimate engagement

People are more likely to register if they find fun on your social activities or while interacting with you. So, use your social media platforms aggressively to tap more attendees for your event.

## 5. Call To Action

Your call-to-action is very important for your event. So make sure you provide a clear call-to-action button for more registration and buying.

### What to consider?

- Ensure your Call-to-Action is related to your event's goals
- Mention the benefits that your attendees get when they register
- Include a sense of urgency to influence the attendees
- Also, include complimentary benefits (if any)

Once prospects contact you to join your event, give them information where they can easily follow it. It would be beneficial if you provide an incentive for registering within the next few minutes.

## 6. Stay Active

To get the most from your event, it is important to stay engaged with your customers time-to-time. So, plan your promotional activities with interesting content to keep alive the interest in your audience.

### What to consider?

- Share interesting facts and information with the audience regularly
- Use emailers and social media channels for sending them timely reminder
- Tell them what they can miss if they don't attend the events
- Highlight exciting offers that they can get while attending the online event

As the online event approaches, pick up your pace. Keep things in exciting mode with new content and regular communication, so that people remain engaged right from the start of the online event.

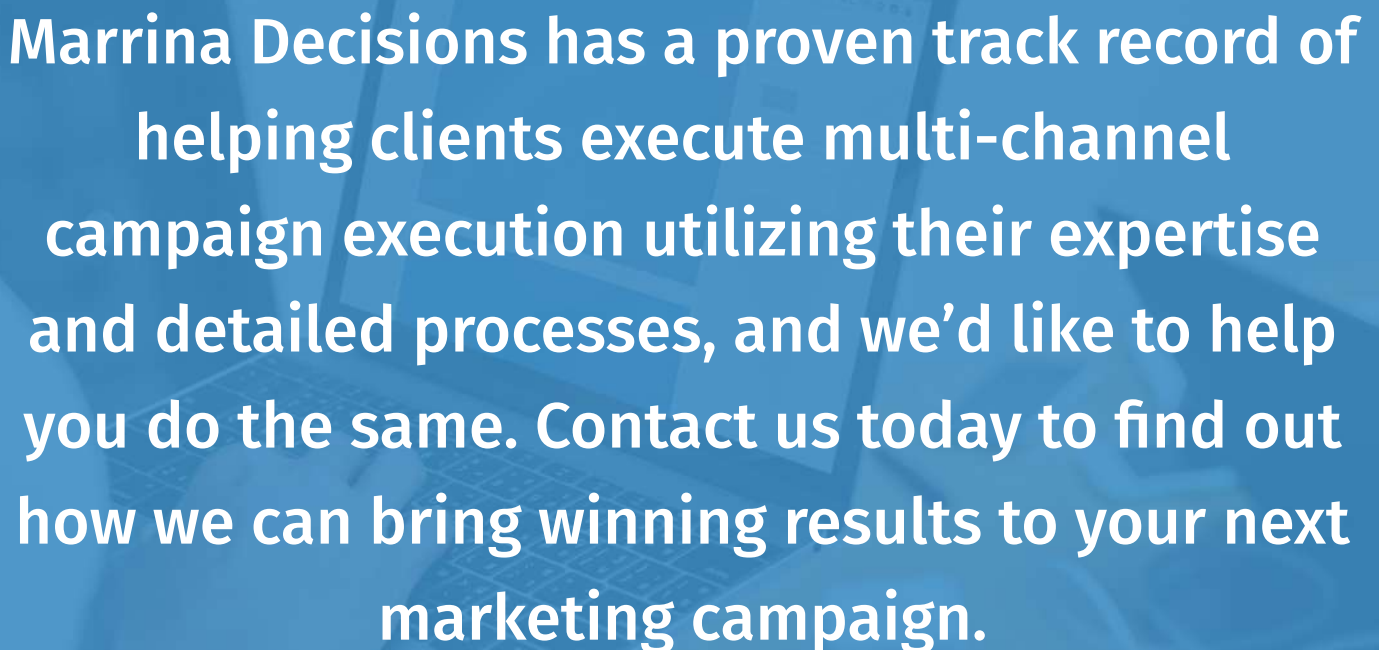
## 7. Stay in-touch with your audience after the event

Don't leave your audience alone once the event is finished. So, stay online after the event, too. There are good chances that many people would share their views or ask questions after the event. Inform them you will be online after the event to answer their queries. The more you make yourself available, the more success you will achieve with your online event.

## 8. Don't miss the opportunity to take more information

Through online events, you can enhance your customer information bank with quality prospects. So, make the most of this opportunity to add new connections. Send Thank You note to each attendee who attended your online event, and you can also ask if they have any specific questions. The personal conversation can help you build loyalty among your customers.

Today, online events are creating great buzz in different business verticals. With a well-planned online event, you can win many new prospects for your business. So, take these tips into consideration while planning your online event and spread your reach for more sales energy.



**Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.**

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