



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

3E of Digital Marketing for Events Evaluation - Engagement - Experience

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MARKETING TODAY...



Content Marketing
sells the idea of a product



Traditional Marketing
aims to sell a product



Traditional Marketing

Digital Marketing

- Marketing Mix
- 4P: Product, Prize, Place, Promotion
- Brand has a Primary Role
- Client has Secondary Role
- Unilateral Communication
- Digital Channels
- 3E: Evaluation, Engagement, Experience
- Brand finds bespoke solutions
- Client has a Primary Role
- Bilateral Communication

ENGAGEMENT



A man in a grey suit is wearing a blue VR headset and holding two black VR controllers. He is looking down at the controllers. To his right, another man with a beard is looking at him. The background is a blurred exhibition hall with blue walls and yellow lights.

EXPERIENCE

Digital Network

Trust

Promptness

Engagement

Targeting

Conversion

Consistency

Analytics



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The more interactions happen online,
the more people feel the need for F2F meetings



Events are crucial marketing tools for brands



Events are turning more and more into Experiences



Perfect playground for brands to interact with leads
with bespoke solutions



*Digital Marketing allows us to market the idea of the
Event Experience to our target audience beforehand*



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5 STEPS FOR YOUR DIGITAL MARKETING STRATEGY




A photograph of a basketball hoop and net, centered in the frame. The hoop is a reddish-brown color, and the net is a dark, textured material. The background is a soft, overcast sky with light blue and grey tones. The text is overlaid on the center of the image.

1.
Identify the
Event Objectives


A blurred background image showing several hands pointing at a document with a bar chart. The document is white with blue bars and text. The hands are in various positions, some pointing directly at the chart, others holding pens. The overall scene suggests a collaborative business meeting or analysis session.

2. Analyze the complete Situation



3.

Identify your
Audience and Create
your Buyer Personas

A chessboard is shown with a king piece in the center. The king piece is dark with a gold crown. The board is dark with light squares. In the background, there is a blurred cityscape with tall buildings under a hazy sky. The text "4. Start developing your Strategy" is overlaid on the image in white with a slight shadow.

4.

Start developing
your Strategy

5. Analyze Data



An illustration of an iceberg floating in the ocean. The top part of the iceberg is above the water line, while the much larger bottom part is submerged. Several penguins are perched on the top of the iceberg. The background is a gradient of blue, representing the sky and the ocean. The text is overlaid on the submerged part of the iceberg.

PARETO'S LAW

«80% of the effects, come from 20% of the causes»



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20%
CHANNELS

80%
TRAFFIC

Communication gets efficient if you identify that 20% of the channels that brings 80% of your traffic. Focus your concentration on those channels and refine your bespoke strategy.

The image features a dark, blue-lit architectural background with classical columns and arches. In the center, a golden sunburst or starburst is visible. Two large, ornate floral wreaths are suspended in the air, each containing a figure in a white, flowing dress. Below, several figures in white and red robes are performing or dancing. The overall atmosphere is theatrical and celebratory.

THE FUTURE OF EVENT MARKETING

1. Events are the ultimate marketing tool for brands



2. Organic Social Media are slowly disappearing



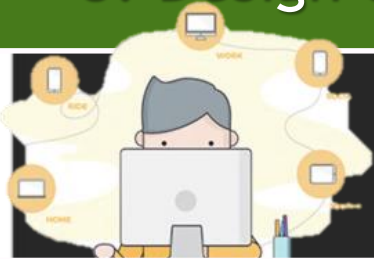
3. SEO and Video still are good organic marketing opportunities



4. Experiences as a key to Success.
Upselling through Experience!



5. Design of an efficient User Journey for more Conversion



6. 3E Law: Evaluation, Engagement, Experience

3E



ANYTHING TO DISCUSS?



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Thank You!

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