BEAR ANALYTICS

Three Ways to Leverage Data to Expand Your Virtual Event's Reach

Your past attendee list is the most promising marketing asset for your virtual event, but you have a larger potential audience than ever. Capitalize on this opportunity by following these tips.

1. Reach Outside The Past Attendee Pool

Individuals who have engaged with your content in the digital realm are valuable prospects. These data assets might be sitting in other departments or systems.

Webinar Participants
This group has already engaged with your brand on a virtual platform.

Education Programs
These individuals have shown an appetite to pay for your training and education.

Newsletter Subscribers
This segment has expressed interest in your organization and industry.

Members
Your members have a vested interest in your mission and your event's success.

2. Identify Market Segments Ripe for Virtual Engagement

Market segments that have a difficult time attending an in-person event may be far more likely to attend a virtual event.

Small business owners can participate with less strain on their day-to-day operations.

Young professionals are more likely to receive their organization's permission to attend cost-effective virtual events.

Target the largest companies for custom outreach. One-to-many sales are efficient and can help you develop deeper relationships at these organizations.

3. Rethink Your Marketing Mix

With much of your audience working from home indefinitely, you should adapt your planned marketing channel mix to this new realitiy.

Social ^
Individuals are spending record time on social media during the crisis.

Direct Mail ⌄
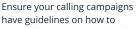Direct mail is a risky channel as many businesses remain closed.

Email ^
Keep your audience informed with transparent and empathetic messaging.

Web/PPC ^
Meet your audience with well-targeted web and search advertising.

Telemarketing ⌄
Ensure your calling campaigns have guidelines on how to respond to questions related to coronavirus.

Let's do this together. Contact us below:

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