

JUL 20 2024

\$15 TICKET

JOIN US NOW!

FESTIVAL EVENT

with DJ MONA

FREE PARKING STARTS 8PM
2 DRINKS FREE

Josh Club 52nd St,
Mankato MN
Contact #
154-1234-56789



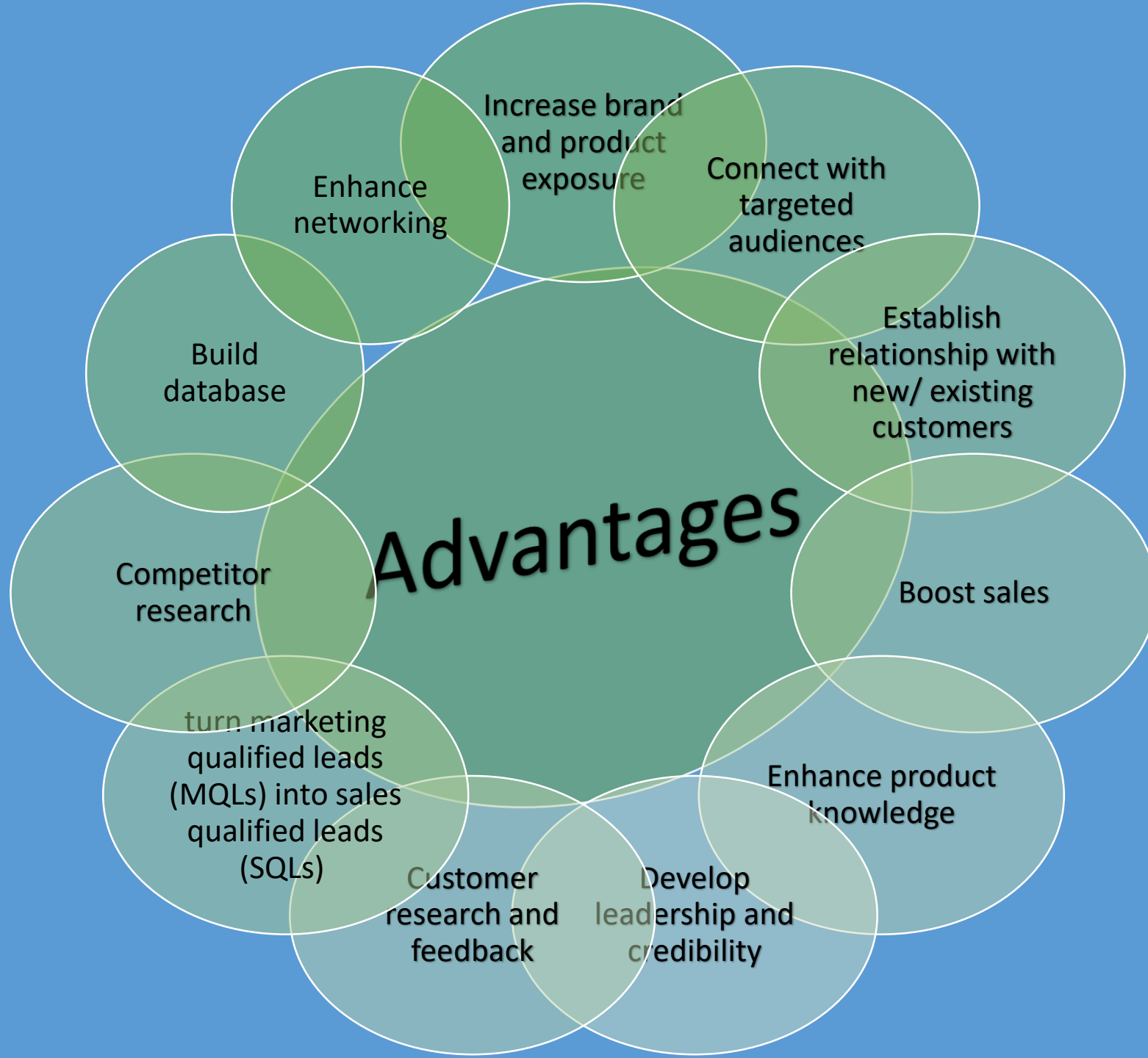
Event Marketing

- Event marketing is a type of marketing that implies promoting a brand, product, or service by holding, participating in, or attending events.
- Event marketing is a strategy that helps a business gain new customers and improve relationships with existing clients.
- Organization involve in an event/ events to promote its products or services



Types of event marketing

- Live streams
- Webinar
- Virtual event
- Seminars
- Trade shows
- Targeted social events
- Thought leadership event
- Product Launching



Advantages

Increase brand and product exposure

Connect with targeted audiences

Establish relationship with new/ existing customers

Boost sales

Enhance product knowledge

Develop leadership and credibility

Customer research and feedback

turn marketing qualified leads (MQLs) into sales qualified leads (SQLs)

Competitor research

Build database

Enhance networking



Drawbacks

Cost

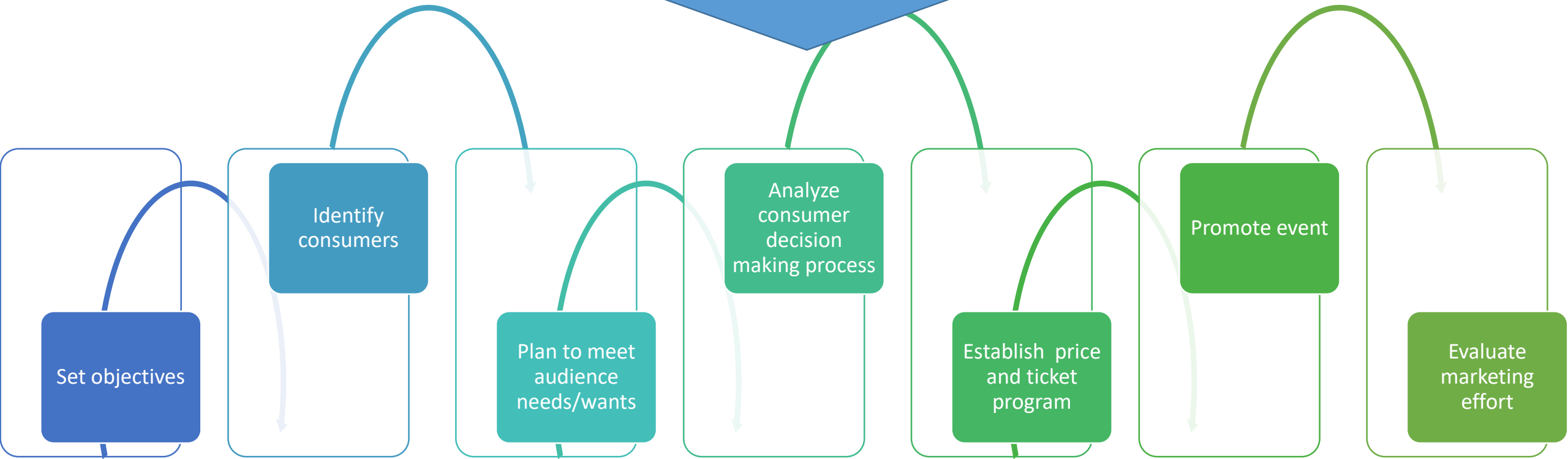
Time consuming

Competition

Low Attendance

Difficult to measure results

Event Planning



Event Marketing strategies

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graph LR; A[Event Marketing strategies] --- B[Share event through media]; A --- C[Highlight through Socialization]; A --- D[Market through email]; A --- E[Create curiosity]; A --- F[Spread Fear of missing out (FOMO)]; A --- G[Promise a good delivery/ Trust];
```

Share event through media

Highlight through Socialization

Market through email

Create curiosity

Spread Fear of missing out (FOMO)

Promise a good delivery/ Trust