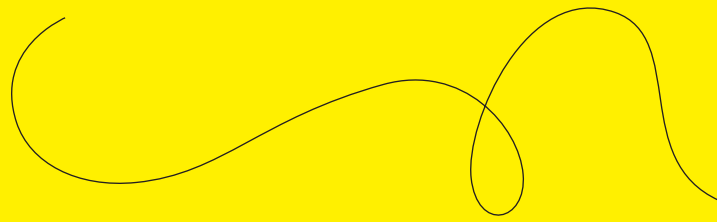# The event professional's email marketing playbook

Get advanced strategies to overcome regulations, boost clickthroughs, and drive engagement.

Bizzabo

Table of Contents

Introduction

All event professionals are focused on the same north star: driving more awareness, attendance, and revenue for each event. Email marketing is one of the key tools event teams use to accomplish these objectives.

When done correctly, email marketing offers a strategic advantage for promoting an event due to its wide reach, cost-effectiveness, and ability to deliver targeted messaging. By leveraging email campaigns, event organizers can effectively communicate event details, highlight key attractions, and engage with their audience to build anticipation and encourage registrations.

Email marketing enables event teams to reach a large audience quickly and efficiently. Additionally, email allows for segmentation, personalization, and customization, enabling organizers to tailor their communications based on factors like demographics, roles, interests, and past engagement with previous events or event marketing campaigns.

Compared to traditional advertising channels like direct mail or print ads, email marketing is considerably more cost-effective. With minimal overhead costs, organizers can design visually appealing email campaigns, track performance metrics, and iterate on their messaging to improve results over time. And the best part? Data suggests that email marketing delivers an ROI of $36 for every dollar spent.

Unfortunately, event teams can't just fire up email campaigns and expect to maximize the opportunity of their next event. The average worker receives 121 emails *every day*, so event marketers must create relevant and compelling emails to capture the interest of would-be attendees. Meanwhile, they also need to navigate new spam rules to avoid being marked as spam.

At the same time, event teams need to ensure that they are maintaining up-to-date contact information. In an age where more workers are switching jobs, email lists can quickly become outdated, leading to lower deliverability rates and reduced engagement.

As such, event teams must be laser-focused on cleaning and maintaining their email lists, removing inactive subscribers, and targeting their messaging to those most likely to attend the event.

As you can see, while email marketing can play a critical role in the success of your next event, it's not all smooth sailing to make that happen.

If you want to improve your email marketing outcomes for your next events, you're in the right place. Keep reading this guide to learn how to achieve the following:

- Master the fundamentals of email marketing
- Segment and hyper-personalize your messages to improve email marketing outcomes
- Craft emails that stand out
- Use conversion optimization strategies to increase attendance
- Leverage automation and artificial intelligence (AI) to accelerate email marketing campaigns
- Use data and analytics to continuously improve campaigns
- Encourage attendance by using webinars to convince your audience to register for your next event
- Future-proof your event email marketing strategy and get better event outcomes because of it

Mastering the fundamentals of email marketing

Attracting event attendees through email marketing is much easier when you have more contacts to target with your campaigns. Of course, not every contact is created equal; to get the best results, your email lists need to be filled with folks who are likely to be interested in attending your events. So, how exactly do you go about doing that?

It starts with segmentation and personalization. Instead of sending generic email blasts to your entire list, segment your audience into groups based on demographics (e.g., location and job function), past event attendance, interests, and engagement levels. Using generative AI tools, you can easily personalize email content to each group, increasing the relevance and effectiveness of your communications.

But that's just step one. After you've taken care of that, you can try the following:

- **Create lead magnet offers.** Publishing ebooks, white papers, and industry reports related to your event and promoting them across email and social channels can help you attract new subscribers to your email list. Once they opt in, nurture these leads with targeted campaigns to convert them into event attendees.

- **Form co-marketing partnerships.** Collaborating with complementary businesses, influencers, or industry organizations can help you expand your reach across new audiences. By offering

co-branded promotions, discounts, and exclusive content in exchange for exposure to their email lists, you can tap into an established network and attract qualified leads who are likely to be interested in your event.

- **Implement referral programs.** Accelerate list growth by encouraging your existing subscribers to refer their friends, colleagues, or connections to your email list in exchange for incentives such as discounts, freebies, or early access to event tickets. By rewarding subscribers who successfully refer new signups, you can grow your list without much heavy lifting on your end.

- **Offer exclusive pre-event content.** Offering exclusive access to pre-event content – think behind-the scenes sneak peeks, speaker interviews, and educational webinars – can encourage more folks to sign up for your list. By highlighting the value and benefits of subscribing, you can position your email as a valuable resource in the industry. While you're at it, consider offering interactive content like quizzes, polls, and surveys to encourage audience participation. You can also incentivize participation with prizes like gift cards, ticket discounts, and free upgrades.

You're building up your list, and that's a great start. Unfortunately, it doesn't mean you can just start firing out emails left and right. Before launching your next campaign, here are some additional considerations to keep top of mind.

Ensure legal compliance

The last thing you want to do is put together a fantastic email campaign only to find out the hard way you're on the wrong side of regulations like the California Consumer Privacy Act (CCPA) or the General Data Protection Regulation (GDPR) and incurring the associated penalties.

Maintain compliance with relevant regulations by obtaining explicit consent from recipients on your email list, being transparent about how personal data will be used, offering opt-out options, handling data securely, and respecting individuals' rights (e.g., to have their personal information deleted upon request).
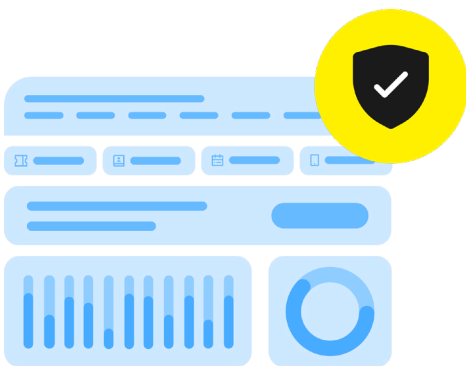
Navigate Google's new email policy changes

In February 2024, Google implemented new email rules designed to keep unwanted messages from appearing in user inboxes. Under this new policy, organizations that send at least 5,000 emails per day need to provide one-click unsubscribe options on each email and honor those requests promptly. At the same time, they also need to maintain a low spam complaint rate of 0.3% to maintain their reputation as a legit email sender.

Additionally, organizations must adhere to strict authentication practices, using [authentication methods](#) like Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM), and Domain-based Message Authentication Reporting and Conformance (DMARC) to prevent bad actors from sending emails that appear to be coming from your domain.

By carefully adhering to these policies, you can maintain good standing with Google and increase the likelihood your email marketing campaigns reach the intended audience.

Embrace ethical email marketing tactics

Driving attendance to your event starts with trust. And the way to build trust is by embracing ethical email marketing tactics.

In addition to ensuring compliance, obtaining consent from recipients demonstrates your respect for their privacy and autonomy, which is the cornerstone of building a productive and trustworthy relationship.

Additionally, event teams also need to consider engagement metrics – like open and click-through rates – to ensure that marketing efforts are targeted and relevant, which encourages higher-quality interactions and improved brand perception. If you're peppering the same folks over and over again with emails they're not engaging with, you increase the chances recipients will mark your messages as spam, which can crush email deliverability rates and eliminate a vital marketing channel for your team.

Maintain data protection and privacy in your campaigns

In addition to obtaining consent before collecting data, event teams should also implement robust data security measures to safeguard sensitive information, including encryption, access controls, and regular audits. After all, the last thing you want is to make headlines for the wrong reasons; just ask Equifax.

While you're at it, practice data minimization by collecting only the necessary information you need for email marketing purposes and regularly purging outdated or unnecessary data. Offer transparent privacy policies to inform recipients about how their data will be used, and provide easy opt-out mechanisms to honor each individual's rights.

The last piece of the puzzle is training your team regularly to raise awareness of data protection best practices and ensure ongoing compliance with privacy regulations.

Keep your email list active and engaged

Maintaining an active and engaged email list requires consistent effort. But if you want to get the best results from your campaigns, this needs to be a top priority.

Start by segmenting your email list based on demographics, interests, and past engagement. To increase the chances recipients are engaged, be sure to personalize campaigns with dynamic content, relevant recommendations, and targeted messaging. By implementing a regular email cadence, you can stay top-of-mind with your subscribers without flooding their inboxes – and without drawing the ire of the dreaded spam button.

Make sure to include interactive elements like polls, surveys, and social media links to encourage interaction and feedback. Above all else, you need to make sure your content resonates with your audience (we'll explore this topic in depth in Chapter 3). Additionally, it's important to monitor engagement metrics like open rates, click-through rates, and unsubscribe rates to evaluate campaign performance, find out which messaging is resonating, and adjust your strategy accordingly.

Communicate event changes

in a timely manner

As event planners know too well, it's only a matter of time before life throws a curveball at your event. When speakers cancel, venues change, or events need to be rescheduled, it's critical to broadcast these updates in a timely fashion to maintain trust and manage attendee expectations during crisis scenarios.

Promptly informing attendees about event changes demonstrates transparency, respect, and accountability. It also minimizes confusion and frustration, increasing the chances you can deliver a strong event experience when the time comes.

Best practices for communicating such occurrences include using multiple channels like email, social media, and website updates to reach attendees quickly and effectively, wherever they happen to be. Craft clear and concise messages that provide relevant information, including the reason for the change, any alternative arrangements, and instructions for refunds or rescheduling.

For the best results, be sure to acknowledge attendees' concerns and empathize with their disappointment while expressing gratitude for their understanding and support. By prioritizing timely and transparent communication, event teams can preserve trust, minimize disruptions, and strengthen relationships with attendees – setting the stage for a great event, even in challenging circumstances.

Now that you've got the fundamentals of email marketing down pat, let's drill down a little deeper into how to strategically segment your lists and hyper-personalize your outreach.

02

Strategic segmentation and hyper-personalization

Chances are your marketing team has already experimented with segmenting email lists by job function, location, and other demographic data. If you want to try your hand at more niche outreach, you can dive deeper into your audience's characteristics and behaviors to create highly targeted segments. Some advanced segmentation tactics include the following:

- **Behavioral segmentation,** or grouping users based on specific actions or interests, such as website visits, content interactions, purchase history, email engagement customer support interactions, social media engagement, or event attendance.

- **Industry segmentation,** or splitting your list up into verticals so you can customize event invitations and messaging to address the specific pain points, challenges, and interests of each industry segment, making your emails more compelling.

- **Job role or buyer persona segmentation,** or segmenting your list based on the job roles and responsibilities of your target audience members, such as decision-makers, software developers, accountants, or end users. By crafting event invitations that speak directly to each function's needs, challenges, and interests, you can demonstrate the value of attending your events through a perspective they'll understand.
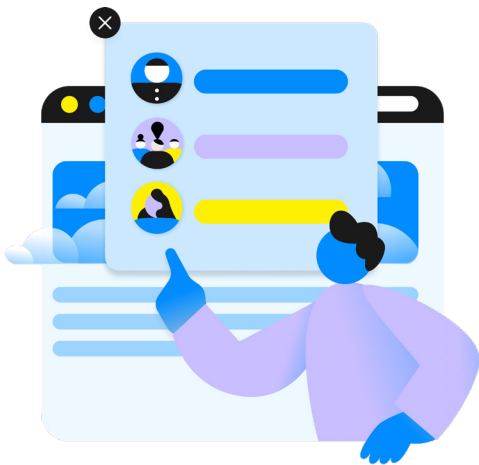
- **Company size segmentation,** or grouping your contacts based on the size of the company they work for (e.g., small businesses, mid-market organizations, and enterprises). By doing so, you can create messaging that speaks directly to the challenges, needs, and interests of each company size, ensuring that your messaging resonates.

- **Cohort analysis segmentation,** or segmenting your list based on shared characteristics or experiences, such as sign-up date, acquisition channel, or lifecycle stage. If a ton of folks signed up to your newsletter six months ago because they attended a specific webinar or read a certain piece of collateral, chances are they face similar problems and will respond to similar messaging.

- **Past event engagement segmentation,** or splitting your list into groups of folks by attendance history, session participation, and feedback provided. With the right event management software in place, it's easy to capture all this data and use it to inform your email marketing strategy. If you know a certain group of users was enamored by a particular session last time around, repurpose that content in your email marketing (e.g., by linking to a video of it) and highlight some similar offerings scheduled for your next event.

- **Account-based segmentation,** or targeting high-value accounts or key decision-makers within target companies based on factors like revenue potential, strategic importance, or buying readiness. It's just another way to work backward to figure out pain points and create messaging that directly addresses them.

Leverage post-event data to create personalized follow-up campaigns

Today's leading organizations understand that events aren't just a one-and-done. As the industry shifts to 365-day event communities, many teams are deploying data collected during events to keep attendees engaged all year long – increasing the chances they sign up for your next event.

By analyzing attendee behavior, interest, and preferences captured during the event, organizers can tailor follow-up communications to each individual's needs. Data like attendee feedback, session attendance, booth visits, and interactions with speakers and sponsors can help you segment your audience effectively. Once that's done, you can begin crafting personalized messages that acknowledge attendees' specific experiences and interests.

In addition to segmenting by industry, job title, and geographic location, here are some other ways you can segment attendees:

Registration stage	With a robust event management software solution in place, you can filter for different registration journeys. For example, you might create a group of users who began the registration process but didn't finish it. By targeting these folks specifically, you can increase attendance because these individuals already demonstrated their interest. Nudging them once or twice at the opportune time could make all the difference.
Target account list	After identifying the accounts your organization is prioritizing, you can tailor your messaging to that audience. Your team might decide to create a direct mail campaign and send high-priority accounts some swag or gift cards, for example, to add a personalized touch to your invitations.
Customers and prospects	What's relevant to customers won't be relevant to prospects, and vice versa, because they have different experiences. While customers might be more receptive to receiving messages from folks they already know – like their customer success manager or technical account manager – prospects may be more likely to engage with emails coming from the salesperson they've been in touch with.
Sponsors	Want to drive event sponsorship at your upcoming event? Create a segment of event sponsors and keep them engaged throughout the year by sending them a steady stream of information about the value of your event and what they can expect, with insights into other sponsors and their experiences.

By tailoring content and offers to different segments, you can maximize relevance, increase engagement, and ultimately drive more registrations for your next event.

Bottom line? Delivering timely and personalized follow-up messaging helps organizers build and maintain relationships with attendees, which encourages post-event engagement and ultimately drives higher levels of satisfaction and loyalty – increasing future registrations.

With a better understanding of email marketing fundamentals and segmentation under your belt, let's turn our attention to the next piece of the puzzle: creating messaging that engages and converts.

Crafting emails that stand out

Earlier, we relayed the fact that the average employee receives a whopping 121 emails every day. To stand out amid all that chaos, event teams need to craft emails that are creative and compelling.

Since subject lines and preview text are your first opportunity to connect with your audience, it's critical to spend time creating eye-catching content that piques each recipient's curiosity, creates urgency, and encourages them to engage with your messaging.

To do that, start by using a variety of time-tested tactics, such as these:

- **Early-bird emails** with discounts given to folks who register well ahead of your event
- **Speaker announcement emails** with a steady stream of brief messages when you're ready to announce some bigger names
- **Last-minute ticket sales** to encourage more sign-ups by injecting urgency into your messaging
- **Cross-promotion emails** that highlight various partnerships at your event (e.g., vendors and sponsors)
- **Abandoned cart emails** that remind those who began the registration process but didn't finish it about the highlights they can expect from your upcoming event

Be sure to use dynamic content to personalize subject lines with recipients' names or relevant details where it makes sense. By creating a sense of urgency or exclusivity with time-sensitive offers or limited-time promotions, you can convey an urge to engage that is almost irresistible.
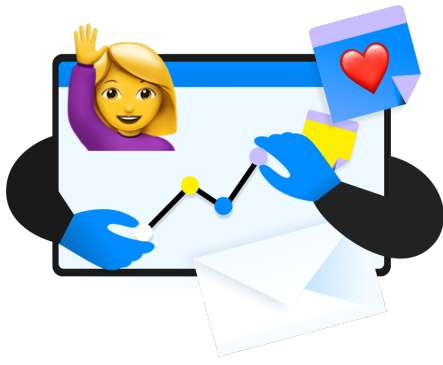
While you're at it, feel free to experiment with symbols, special characters, and even emojis. One study from Econsultancy found that recipients open emails with emojis in subject lines 60% of the time. Of course, the flip side of that is that they don't work 40% of the time, so you'll have to test it out and adjust your approach as needed. (Stay tuned: In the next chapter, we'll examine conversion optimization strategies you can use to that exact effect.)

Examples of subject lines to get you thinking in the right direction

To give you a better idea of what this looks like in practice, let's take a look at some potential subject lines a hypothetical B2B cybersecurity software company might deploy ahead of its next event.

Each of these subject lines should be accompanied by preview text that reinforces the subject line, provides a sneak peek at what attendees can expect, and creates urgency or the fear of missing out. Preview text should be short and sweet; somewhere between 40 and 90 characters is a good goal to shoot for.

Subject lines announcing your event

- 🔒 Save the date: Our cybersecurity summit is back!
- The biggest cybersecurity event of the year returns
- Cybersecurity experts unite: Join us at our upcoming event
- Maximize your cyber defense strategy at CyberSummit! 💪
- Learn the secrets to protecting your business against cyber risks 🕵️
- Stay secure, stay ahead: Sign up for our upcoming cyber event

Subject lines reminding recipients about your event

- ⏰ Reminder: Our cybersecurity event is approaching
- Haven't registered yet? Join us at CyberSummit! 🔒
- ⚡ Act fast: Limited spots left for our cyber event
- Time is running out! RSVP for our cyber event
- Just a quick reminder: Our cybersecurity event is next month
- Secure your spot at our upcoming cyber event

Subject lines telling recipients it's their last chance

- ⚠️ Final reminder: Last chance to RSVP for our cybersecurity event
- Last call! Join us at our CyberSummit next week
- Don't miss out! Limited seats available for next week's CyberSummit 🚀
- Hurry! Our CyberSummit is almost sold out ⚡
- Now or never: Register ASAP for our CyberSummit
- Time's up! Save your spot for our event before it's too late ⏰
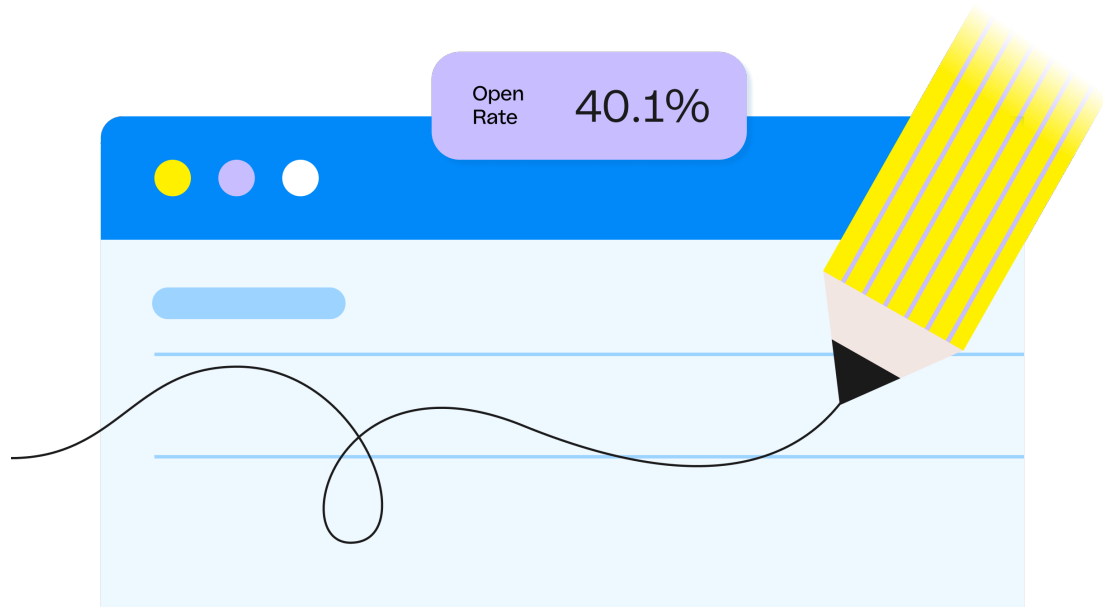
What about the body copy?

You wrote a compelling subject line and accompanied it with intriguing preview text, which got your audience to engage with your message. Nice work! Now, it's time to close the deal. To do that, you need to craft engaging and compelling body copy, and that starts with donning your storyteller hat.

Storytelling and emotional engagement play a crucial role in event promotion, because they allow organizers to connect with potential attendees on a deeper level, creating a sense of anticipation and excitement. By building a compelling event narrative and letting it seep through a series of emails, event teams can weave together key elements – the event's purpose, theme, speakers, and agenda – into a cohesive story that resonates with recipients.

Through storytelling, organizers can tap into emotions, evoke curiosity, and inspire action, driving higher engagement and attendance. By highlighting real-life anecdotes, success stories, and testimonials related to the event, organizers can demonstrate the value and impact of attending, fostering a sense of belonging and connection among potential attendees.

Ultimately, masterful storytelling and emotional engagement can help event teams captivate their audiences, differentiate their events from competitors, and leave a lasting impression that motivates recipients to take action and register.

Incorporate videos, interactive elements, and rich media

Incorporating videos, interactive elements, and rich media into email campaigns can help event teams boost engagement and generate excitement around their events.

One effective approach is to embed event teasers directly within emails, providing recipients with a glimpse at what they can expect. These teasers can include highlights of past events, sneak peeks of upcoming sessions, or compelling testimonials from folks who went to last year's event. Additionally, featuring speaker interviews or Q&A sessions in video format can humanize the event and offer valuable insights into each speaker's perspective.

New to the world of sending emails containing more than just text? Don't sweat it. Many email marketing platforms offer built-in features for embedding videos or linking to external video platforms like YouTube, Wistia, and Vimeo.

Ensure email campaigns are accessible to everyone, including people with disabilities

If your goal is getting as many people to attend your events as possible, it's critical to make your email campaigns as accessible as possible. As you begin putting your next campaign together, let these tips guide your efforts:

- Use accessible design principles, like proper contrast and readable font sizes.
- Provide descriptive alt text for images and videos to convey essential information to folks using screen readers.
- Ensure email layouts are optimized for screen reader and keyboard navigation.
- Avoid relying exclusively on visual cues or instructions; include clear and concise text descriptions for interactive elements.
- Test emails with accessibility tools and consider feedback from users with disabilities to identify and address any accessibility barriers.
- Provide alternative formats or accommodations upon request to ensure everyone in your audience can fully engage with your campaign.
- Stay up to date with accessibility guidelines and best practices to continuously improve the accessibility of your efforts.

Follow best practices for inclusive design and content that resonates with a diverse audience

Similarly, event teams must prioritize [diversity, equity, and inclusion](#) to ensure messaging appeals to the broadest swath of people. Here are some tactics you can employ to do precisely that:

- Consider diverse perspectives and experiences when creating content to ensure inclusivity and representation.

- Use [inclusive](#) language and avoid stereotypes or assumptions that may exclude certain groups.

- Provide multiple formats or options for consuming content, such as audio versions for those with visual impairments and translated versions for non-native speakers.

- Incorporate diverse images, graphics, and examples that reflect the diversity of your audience.

- Seek feedback from diverse stakeholders to ensure your content resonates with a wide range of perspectives and backgrounds.

- Educate yourself and your team continuously on issues of diversity, equity, and inclusion to inform your content creation process.

At this point, you've mastered the art of writing event marketing emails. But no matter how good your content is, you can always improve. In the next chapter, we'll explore some conversion optimization strategies you can use to continuously enhance your event marketing email sequences.

04 Conversion optimization strategies

As management guru Peter Drucker once said, you can't improve what you don't measure.

Getting the best results from your event marketing efforts is only possible when you measure outcomes and are willing to continuously experiment. This is where A/B testing – the process of comparing two different versions of a marketing asset to find out which one performs better – becomes a strong ally.
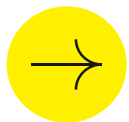
→ 70% of marketers agree that A/B testing plays a critical role in boosting conversion rates.

According to recent data, 70% of marketers agree that A/B testing plays a critical role in boosting conversion rates. By creating two different versions of something – a subject line, for example – and sending it to a sliver of your email list, you can see which one performs better. Then, you can send that version to the rest of the list and increase the chances that your audience engages with your content.

What exactly can you A/B test? Plenty:

- **Calls to action (CTAs).** Testing different CTAs helps you determine which drives higher click-through rates. This could involve testing variations in wording, color, size, and placement of the CTA button in your emails.
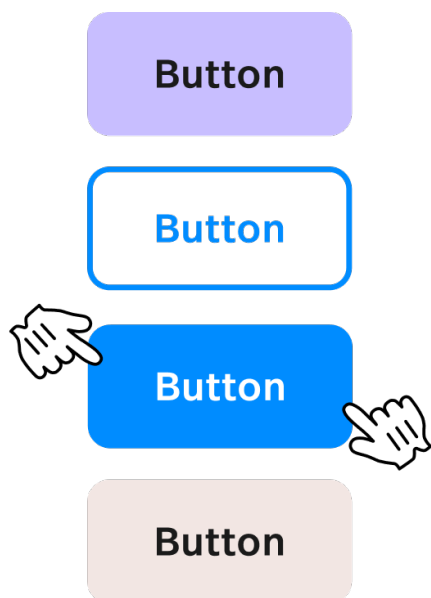
- **Subject lines.** Experimenting with different subject lines helps you determine which ones lead to higher open rates. Test variations in length, tone, urgency, personalization, and the use of emojis.
- **Plain text vs. designed emails.**CComparing the performance of plain text emails versus designed emails with images and formatting helps you see whether your audience responds better to a more personalized or conversational approach or a visually appealing design.
- **Senders.** Testing sending emails from different accounts – the marketing alias, a specific team member, or the CEO – helps you gauge whether certain senders result in higher open or click-through rates.
- **Day of the week.** Testing different send days helps you pinpoint which day yields the highest engagement and response rates from your audience.
- **Time of the day.** Testing the timing of email sends helps you determine when recipients are most likely to open and engage with your content.

Email marketing is one of the [best channels for driving conversions](). If you're hoping to drive registration for your event, you need to be laser-focused on enhancing click-through rates (CTRs) in your emails, using data-driven insights to analyze past email performance and audience behavior and identify any trends and patterns. By leveraging this data, you can tailor your email content and design to better resonate with recipients, ultimately driving higher engagement and CTRs – and more registrations.

At the same time, map email content to the event funnel to maximize impact and ensure that each email in your sequence is strategically aligned with various stages of the attendee journey. From initial awareness to post-event follow-up, emails should deliver relevant and compelling content that guides recipients through the event experience and encourages action.

Make sure to use social proof and testimonials in email campaigns, too. It's a powerful way to build credibility and attract new attendees. Incorporating testimonials from past attendees or industry influencers can help instill confidence in potential attendees, increasing the likelihood of registering for the event. It's one thing for your audience to hear how great your event is from your marketing team. It's quite another for them to hear the same message from someone who's unaffiliated with your organization.

How exactly can you collect attendee feedback and event reviews? Be proactive about it. Solicit feedback from event attendees after the event, and include it in future email campaigns. By showcasing the experiences and satisfaction of past attendees, event teams can inspire trust and enthusiasm among potential attendees, ultimately driving conversions and event success.

By now, you're well on your way to writing exceptional emails that really move the needle and encourage more folks to attend your events. But you're incredibly busy, and you might be wondering how you'll find the time to create all of this content and send it to every group in your email list. Have no fear! This is precisely where purpose-built technology becomes a game-changer.
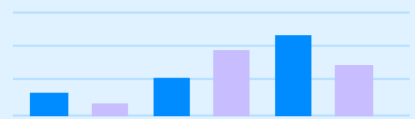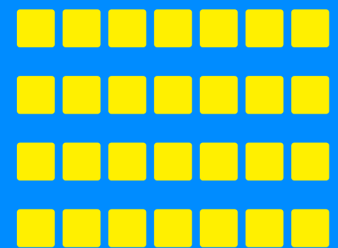
Click-through Rate **3.6%**

Open Rate **76%**

JANUARY

05 Automation and AI in email marketing

Automation and AI are revolutionizing email marketing for events, offering powerful tools to supercharge content creation, optimize campaigns, increase engagement, and drive registrations. It comes as no surprise that one recent report found that [88% of marketing and event professionals](#) are using AI to accelerate their efforts.

By setting up advanced automated email workflows, marketers can deliver personalized messages in a timely manner throughout the attendee journey. After segmenting audiences based on demographics, behavior, experiences, and engagement levels, marketers can configure automated workflows to deliver targeted content that resonates with recipients at each stage of the event funnel. This ensures that attendees receive relevant information and reminders at the most opportune times, ultimately increasing their likelihood of registration and attendance.
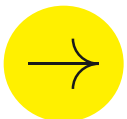
→ 95% of marketers that use generative AI for email copy creation consider it "effective."

In addition to automation, using generative AI tools can help event teams speed up the content creation and optimization processes, enabling marketers to create compelling email content that captures recipients' attention and drives action. Intimidated by AI? Don't be. According to HubSpot, 95% of marketers that use generative AI for email copy creation consider it "effective." Moreover, 43% of marketers that use generative AI say that it's most helpful for creating emails.

Beyond creating email copy, AI-powered tools can also analyze data and trends to generate personalized subject lines and visuals that resonate with individual segments. This ensures that emails are tailored to each recipient's preferences and interests, increasing engagement and conversion rates.

What's more, using predictive analytics and segment performance forecasting can help you discover valuable insights into audience behavior and preferences, allowing your team to make data-driven decisions to optimize your email campaigns for maximum impact. By analyzing past performance and segment behavior, you can identify trends, anticipate audience needs, and adjust your strategies accordingly to get better and better results over time.

By automating personalization and timing for peak engagement, you can remove guesswork from the equation, ensuring that each email is delivered at the perfect time and contains personalized content that resonates with the audience. AI-powered algorithms can analyze recipient behavior and engagement patterns to determine the best timing and content for each individual. For example, recipient A might spend an hour in their inbox each morning while recipient B prefers catching up with emails at night. Leveraging these insights increases the likelihood of engagement and conversion.

Further, using automated event reminders to ensure messages pop up in inboxes periodically can help you get more butts in seats, streamlining the process of driving attendance and maximizing event turnout. Automated reminders can be sent at strategic intervals leading up to the event, while personalized tactics like exclusive offers or incentives can encourage recipients to register and attend — ultimately driving event ROI. And the best part? You just have to set it and forget it. The technology takes care of all the heavy lifting on your behalf.

While we touched upon analytics briefly in this chapter, the topic is worthy of a deeper discussion. Guess what? You're in luck.
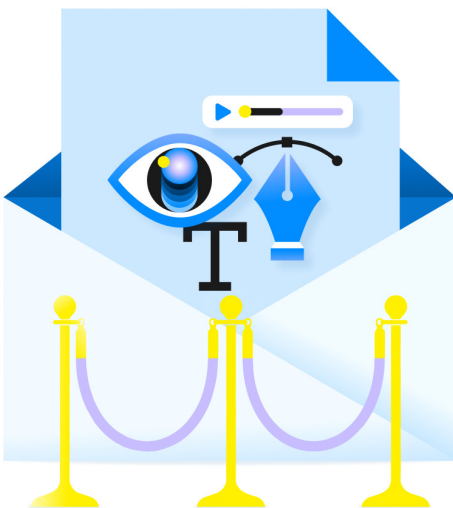
15 generative AI prompts for scaling your event email marketing

1. Generate X subject lines optimized for open rates based on audience segmentation (e.g., industry, job title, and geographic location).

2. Write email copy tailored to different attendee personas (e.g., decision-makers, end users, and sponsors).

3. Craft personalized email content for past attendees highlighting exclusive benefits or discounts for returning participants.

4. Create persuasive copy for new attendees emphasizing the value proposition and unique features of the event.

5. Generate X subject lines that evoke urgency or exclusivity to encourage immediate action.

6. Write copy for event reminders tailored to individual preferences and engagement history to maximize attendance.

7. Craft email content highlighting the following social proof and testimonials from past attendees to build credibility and trust.

8. Generate X subject lines that incorporate emojis to capture attention and convey emotion.

9. Write email copy emphasizing the networking opportunities and connections available at the event to attract attendees.

10. Craft personalized messages for VIP attendees or special guests to make them feel valued and appreciated.

11. Generate X subject lines that tease exciting announcements to create anticipation and excitement.

12. Write copy for event promotions tailored to specific industries or niches to address unique pain points and interests.

13. Craft persuasive email content highlighting early-bird discounts or limited-time offers to incentivize registration.

14. Generate X subject lines that use curiosity-driven language to entice recipients to open the email.

15. Write copy for post-event follow-up emails expressing gratitude to attendees and encouraging feedback or reviews to improve future events.

For more tips on how you can use generative AI to accelerate your event planning workflows, check out our free guide: [100+ AI event management chatbot prompts](#).

06

Dive deep into analytics and optimization

Taking your event email marketing efforts to the next level starts with data. But just because you can measure something doesn't mean you should; not every metric is created equally.

When analyzing email marketing for events, it's essential to focus on metrics that directly impact your goals and objectives. Some of these include the following:

- **Open rates,** which measure the percentage of recipients who open your email, providing insights into the effectiveness of your subject lines and sender names

- **Click-through rates,** which indicate the percentage of recipients who click on links within your email, showing engagement with your content and calls-to-action

- **Conversion rates,** which highlight the percentage of recipients who complete a desired action – like registering for your event or purchasing tickets – directly tying email efforts to event sign-ups and revenue

- **Event sign-ups,** which track the percentage of registrants who actually attend the event, reflecting the role email marketing had in driving attendance

- **Revenue generated,** which quantifies the total revenue attributed to email marketing efforts, providing a direct measure of the financial impact of your campaigns

- **Unsubscribe rates,** which measure the percentage of recipients who opt out of future communications, indicating the quality of your email content and frequency

- **Return on investment,** which calculates the ratio of revenue generated to the costs associated with email marketing, providing a holistic view of the effectiveness and profitability of your campaigns

Tracking and attributing event sign-ups and revenue to specific email campaigns requires the use of advanced analytics techniques. Implementing tracking parameters, like UTM tags or unique tracking links, allows event teams to accurately attribute conversions to specific email campaigns or segments. Additionally, integrating email marketing platforms with CRM systems and event registration platforms – or, better yet, using a robust event management platform that gives you all the tools you need to plan, manage, and orchestrate events end to end – enables seamless tracking of conversions and revenue attribution.

You can also use analytics to calculate your event's return on investment from your email marketing efforts. This involves comparing the costs of your email campaigns to the revenue generated from event sign-ups and ticket sales. By tracking the costs associated with email marketing – like design, copywriting, and software subscriptions – and comparing them to the revenue generated from attributed conversions, marketers can calculate the ROI of their email campaigns. This allows for informed decision-making and gives you the data you need to optimize future email marketing strategies and maximize ROI.

Email marketing efforts can have a profound impact on the success of your in-person, virtual, and hybrid events. With the right approach, they can also help you drive attendance at your next webinar.

07

What about webinars?

Ninety-five percent of marketers agree that [webinars play a crucial role](#) in their marketing strategies. To increase attendance at your next webinar, you can apply many of the lessons you've learned to this point.

Webinar email marketing presents distinct challenges compared to in-person events. However, it also creates interesting opportunities.

Engaging an audience remotely requires compelling content and effective communication to maintain attention and interaction throughout the webinar. Unlike in-person events that often require paid registration, webinars are typically free, making it easier to attract attendees. The flipside of this, of course, is that free entry can lead to lower perceived value. At the same time, there's often apathy around actually showing up to webinars despite registering; one report found that [just 44% of folks who register for webinars](#) end up attending the live event.
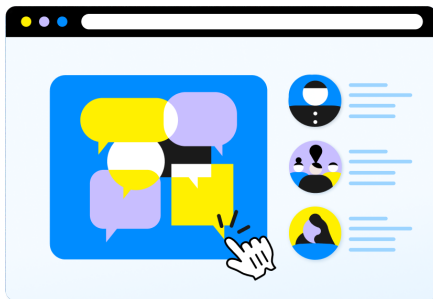
To address these challenges and capitalize on opportunities, event teams can deploy various strategies. For starters, it's essential to clearly communicate the value proposition and benefits of attending, leveraging persuasive subject lines and compelling content in email invitations. Offering exclusive insights and downloadable resources can further incentivize registrations and engagement. Additionally, sending timely reminders leading up to the webinar and creating a sense of urgency can encourage attendance, too.

Key metrics to track for webinar email marketing success include:

- Registration rate
- Engagement metrics during the webinar (e.g., interactions with polls, Q&A, and comments)
- Attendance rate
- Post-webinar actions (e.g., downloading a gated asset).

These metrics provide insights into the effectiveness of email marketing efforts and the overall success of the webinar.

Leveraging in-person events to promote webinars – and vice versa – can enhance cross-promotion and audience engagement. For example, promoting upcoming webinars at in-person events through signage, announcements, and networking opportunities can help your team reach a broader audience, further driving registrations.

Similarly, promoting in-person events to webinar attendees can deepen engagement, helping to foster a sense of community beyond the virtual environment. As we learned during the pandemic, there's no real substitute for being in the same physical space as folks who share similar interests, talents, and passions.

By exploring the synergies between both in-person and virtual events like webinars, event teams can maximize reach, engagement, and overall marketing impact.

08 Future-proof your email marketing strategy

By keeping all of the advice you've learned in this playbook top of mind and using it to forge a path forward, you can future-proof your event marketing strategy. Doing so requires a proactive approach that embraces continuous learning, adaptation, and the seamless integration of technology. To do that, you first need to build a culture of continuous learning and commit to staying ahead of industry trends, keeping up with emerging technologies, and understanding how audience preferences are evolving.

Future-proofing your email marketing strategy starts with data. By regularly soliciting feedback from event attendees, you can identify areas of improvement and innovation in your email marketing strategy. Encourage your team to experiment and take risks; you never know what might work.

For the best results, integrate your email marketing efforts with an event management platform that enables you to streamline the attendee experience and maximize engagement. By syncing email lists with event registration data, you can deliver personalized communications tailored to each attendee's preferences, registration status, and event activities.
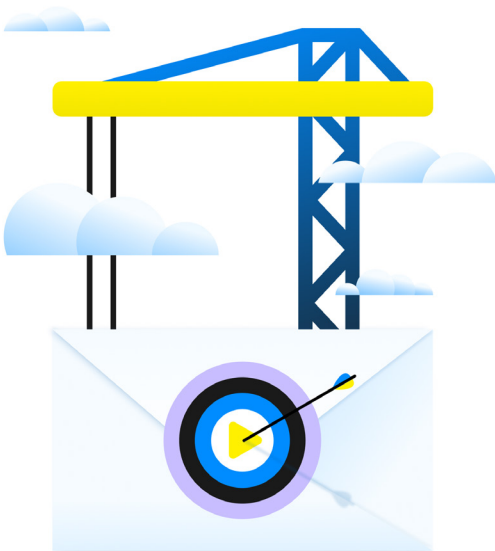
Utilizing event apps to send real-time updates, personalized agendas, and interactive content enhances attendee engagement and fosters a sense of connection before, during, and after the event. It's the easiest way to create that 365-day event community we talked about before.

There's no sense in making this any harder than it needs to be, so be sure to leverage purpose-built event management tools to create a seamless attendee experience from email to event. By utilizing automation, personalization, and data analytics throughout the event marketing lifecycle, you can build relationships with your audience, add value, and continually serve up better content over time. Utilizing marketing automation tools ensures that you're able to deliver timely, relevant communications at each stage of the attendee journey – from pre-event promotion to post-event follow-up and everything in between.

Personalizing email content based on attendee preferences, behaviors, and demographics enhances engagement and fosters a sense of connection with your event. Sprinkling polls, surveys, and interactive maps into the mix encourages participation and interaction, enabling you to improve attendee satisfaction and increase your chances of event success.

But again, this all starts with committing to continuous improvement and instilling a culture of innovation. With the right approach, your team can future-proof your event email marketing strategy, driving greater engagement with each message you send, translating into improved attendance, greater ROI, and a healthier bottom line for all of your events.

Appendix

Email marketing checklist for event professionals

This email marketing checklist will help you keep track of each crucial detail so you can maintain the quality and effectiveness of your email communications.

Pre-campaign planning

☐ Define the goals of your email campaign (e.g., increase registrations, drive attendance, boost engagement).

☐ Identify your target audience and segment your email list accordingly.

☐ Choose the type of email campaign (announcement, newsletter, invitation, follow-up).

☐ Draft a content calendar for your email campaign.

Content creation and design

☐ Write compelling subject lines for your event emails that encourage open rates.

☐ Design email content that is visually appealing and aligns with your brand identity.

☐ Ensure your email content is mobile-friendly and responsive on all devices.

☐ Personalize the email content for different audience segments.

☐ Include clear and actionable calls-to-action (CTAs).

☐ Proofread the email copy for spelling and grammatical errors.

Compliance and testing

☐ Check that your email complies with anti-spam laws (e.g., GDPR, CAN-SPAM Act).

☐ Test email deliverability across different email service providers.

☐ Conduct A/B testing on subject lines, CTAs, and email content to optimize performance.

☐ Verify that all links in the email are working correctly.

Execution

☐ Schedule the email campaign according to the optimal send time for your audience.

☐ Use email automation tools for timely delivery, if applicable.

Post-campaign analysis

☐ Analyze the campaign's performance metrics (open rates, click-through rates, conversion rates).

☐ Gather feedback through surveys or feedback forms included in follow-up emails.

☐ Review what worked well and identify areas for improvement for future campaigns.

Continuous improvement

☐ Update your email list regularly to remove inactive subscribers.

☐ Continuously refine your audience segmentation and personalization strategies.

☐ Stay updated on email marketing trends and best practices.

A glossary of event email marketing terms you need to know

Being fluent in email marketing lingo is clutch for today's event marketers. This glossary is a quick guide to the key terms and concepts that are crucial for successful email marketing. Whether you're analyzing campaign performance, exploring advanced automation techniques, or ensuring compliance with the latest regulations, this collection of terms will empower you with the knowledge to enhance your email marketing efforts and achieve your event goals.

Technical terms

- **A/B testing (split testing):** Comparing two versions of an email to see which one performs better.

- **Automation workflow:** A series of automated emails triggered by specific actions or timelines.

- **CAN-SPAM Act:** A law that sets rules for commercial email, establishes requirements for commercial messages, and gives recipients the right to have emails stopped from being sent to them.

- **CTR (click-through rate):** The percentage of email recipients who clicked on one or more links contained in an email.

- **DKIM (DomainKeys Identified Mail):** An email authentication method designed to detect email spoofing.
- **DMARC (Domain-based Message Authentication, Reporting & Conformance):** An email authentication, policy, and reporting protocol.
- **Dynamic content:** Email content that changes based on the preferences or behavior of the recipient.
- **Email deliverability:** The ability of an email to be successfully delivered to the recipient's inbox.
- **GDPR (General Data Protection Regulation):** European Union regulation on data protection and privacy for all individual citizens of the EU and the European Economic Area.
- **List segmentation:** Dividing an email subscriber list into smaller segments based on set criteria.
- **Personalization:** Customizing email content for individual recipients based on collected data.
- **Responsive design:** Email design that adapts to the screen size of the device on which it is being viewed.
- **SPF (Sender Policy Framework):** An email authentication method to prevent spammers from sending messages on behalf of your domain.
- **Whitelist:** A list of pre-approved email addresses from which an email-blocking program will allow messages to be received..

Strategic Terms

- **Behavioral email targeting:** Sending emails based on the recipient's behavior, such as website interactions or past purchases.
- **Conversion rate:** The percentage of email recipients who completed a desired action, such as registering for an event.
- **Event lifecycle email marketing:** Emails that target different stages of an event's lifecycle, from pre-event promotions to post-event follow-ups.
- **Lead nurturing:** Developing relationships with buyers at every stage of the sales funnel and through the buying process.
- **Omnichannel marketing:** A multichannel approach to marketing that provides a seamless customer experience across all channels.
- **Re-engagement campaign:** An email campaign aimed at reactivating subscribers who haven't interacted with your emails for a period.

- **Segmentation criteria:** The parameters used to segment a list, such as demographic information, behavior, or purchase history.

- **Subscriber lifetime value (SLV):** The total revenue a business can reasonably expect from a single subscriber over the duration of their subscription.

- **Transactional emails:** Emails sent to an individual due to a specific action they took, such as registering for an event.

Analytical Terms

- **Bounce rate:** The percentage of email addresses in your subscriber list that didn't receive your message because a recipient mail server returned it.

- **Engagement rate:** A measure of how actively involved with your content your audience is, often used as an indicator of your content's effectiveness.

- **Open rate:** he percentage of email recipients who open a given email.

- **ROI (return on investment):** A measure used to evaluate the efficiency of an investment – in this case, the return on email marketing campaigns relative to their cost.

- **User persona:** A semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

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