Promotion of a Congress & E-marketing

会议的推广和电子通信与电子营销

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EDUCATION

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Pre-Event

Planning

- Market Research
- Identify Segments
- Campaigns
- Channels
- Marketing Plan
- Timeline

Promotion

- Website
- Social Media
- Eblast / Press Release
- Direct Mail
- Word of Mouth
- Journal & Online Ads
- Partnerships / Exhibiting
- SEO
- Social Media Ads

Post-Event

- Thank You Emails
- Share Highlights
- Share Media / Photos

At-Event

- Signage / Designs
- Delegate Experience
- Social Events
- Venue / Destination
- Customer Service
- Communications

Community Building

Data Capture

Analytics

Feedback

Refine & Adjust

Event Marketing is Full Cycle Process

What Is Online Marketing?
什么是网络营销？

Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet.

Also referred to as Digital Marketing or Internet Marketing

Benefits 好处

Growth Potential

Reaching a wider audience.

Reduce Expenses

Lower cost per acquisition than traditional marketing.

Elegant Communication

More opportunities to re-enforce and target your branding

Better Control

Instantaneous messaging

Competitive Advantage

Most events in the Scientific sector are still in the dark ages.

Digital Marketing Channels
数字营销渠道

Including your traditional marketing channels, It is recommended that events utilize at least 5 strategies

- Email Marketing
- Website / SEO
- Banner Ads
- Re-Targeting
- Google/Bing Ads

- Social Media
  - Facebook
  - Twitter
  - LinkedIn

Email Marketing
电子邮件营销

Benefits

- Low Cost
- Familiar Brand

Challenges

- Limited Reach
- Open Rates

Strategies to Consider

- Subject Line
- Sender Name
- Timing
- Utilize Contacts to Push Other Campaigns.

Social Media Advertising社交媒体广告

Social media advertising isn't just a buzzword anymore.

It's a real, tangible driver of leads and sales, and marketing departments are increasing their social ad spend across the board in response. Facebook, Twitter and other social networks are filled with hundreds of millions of consumers.

Facebook 脸书

Benefits

- Large Reach
- Targeted Demographics
  (Job Title, Education, Geography)

Challenges

- Facebook Limits The Visibility of Posts.
- Lower Cost = Lower Quality
- Most Events have Low Page Likes.

How It Works

- Target Current Page Likes / Likes + Friends
- Target Identified Demographics
- Text + Image Ad
- Use to Increase Likes on Page / Clicks to Website & Interactions on Posts.

GOLD Learning Online Education with Autumn Read Henning and 4 others.
Published by Dave Venus [?] · October 28 at 2:05pm ·

Want to win a free registration for you and a friend to this event?
Don't miss out on this amazing opportunity to launch your superstar health care provider abilities to the next level! Join some of the superheros of tongue-tie knowledge and research in our upcoming symposium. Dr. Bobby Ghaheri, Dr. Alison Hazelbaker, Dr, Scott Siegal, Melissa Cole and Autumn Henning are taking a break from fighting frenulums to share their wisdom with our GOLD Learning audience live on Nove... See More

Coming to a Computer Near You,
Tongue-Tie Superheros!
The latest research and it's implications, Live and On-Demand
G LD Learning
Online Continuing Education

29,568 people reached $61.95 Left

👍 Like   💬 Comment   ➤ Share

😊😊😆 155   Chronological ▾

360 shares

View previous comments   302 of 957

Bianca Balassiano Najm I'm an IBCLC in Brazil and I'm very interested in learning more about tongue ties since it is very common but pediatricians usually do not think it is linked with breastfeeding challenges.
Like · Reply · Message · 👍 4 · October 31 at 5:05pm
↳ 3 Replies

Bianca Balassiano Najm Camila Ramos Vanessa Mouffron Tatiana Vargas Castro Perilo
Like · Reply · Message · 👍 3 · October 31 at 5:05pm
↳ 2 Replies

Shelley Kivel Schmitt Heather Jablonowski Martha Monroe White Joyce strong Germaine Justine Brish... See More
Like · Reply · Message · October 31 at 5:11pm
↳ 1 Reply

Lisa Thompson Maria Gorman 🙂
Like · Reply · Message · October 31 at 5:15pm

Diane Klingbile Pepin Stephanie George
Like · Reply · Message · October 31 at 5:22pm

Diane Klingbile Pepin Helen Schermerhorn Bratzel

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Linkedin

Benefits

- Targeted towards Professionals
- Easier to Identify Demographics

Challenges

- Less Reach / Interactions
- High Costs = Higher Quality

How It Works

- Requires a LinkedIn Company Page
- Advertise Posts on Feed
- Large Range of Professional Demographics
  (Job Titles, Field of Study, Companies & Groups)

Twitter 推特

Benefits

- Unique Targeting Model
- Build Followers
- Many Scientific Industries have a strong Twitter Presence

Challenges

- Cost fluctuates based on competition.

How it Works

- Targeting – Focus on Relevant Industry #Hashtags & @Handles
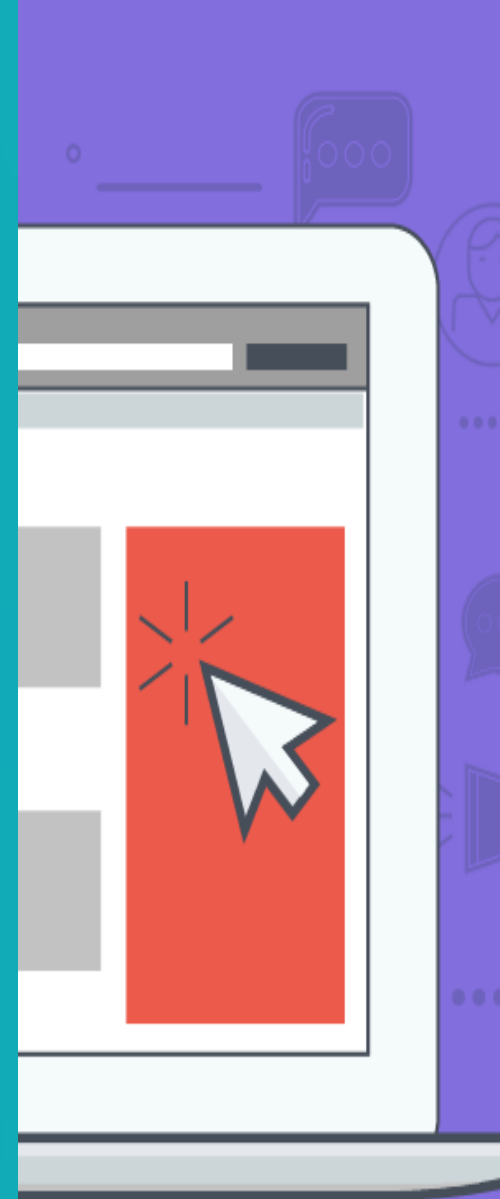- Setup / Initiate Text + Image Ads

Banner Ads 横幅广告

A banner ad, or a web banner, is an advertisement displayed into a web page. The advertisement consists of a rotating image.

Identify high value websites that target demographics would frequent.

- Great for Conference Visibility
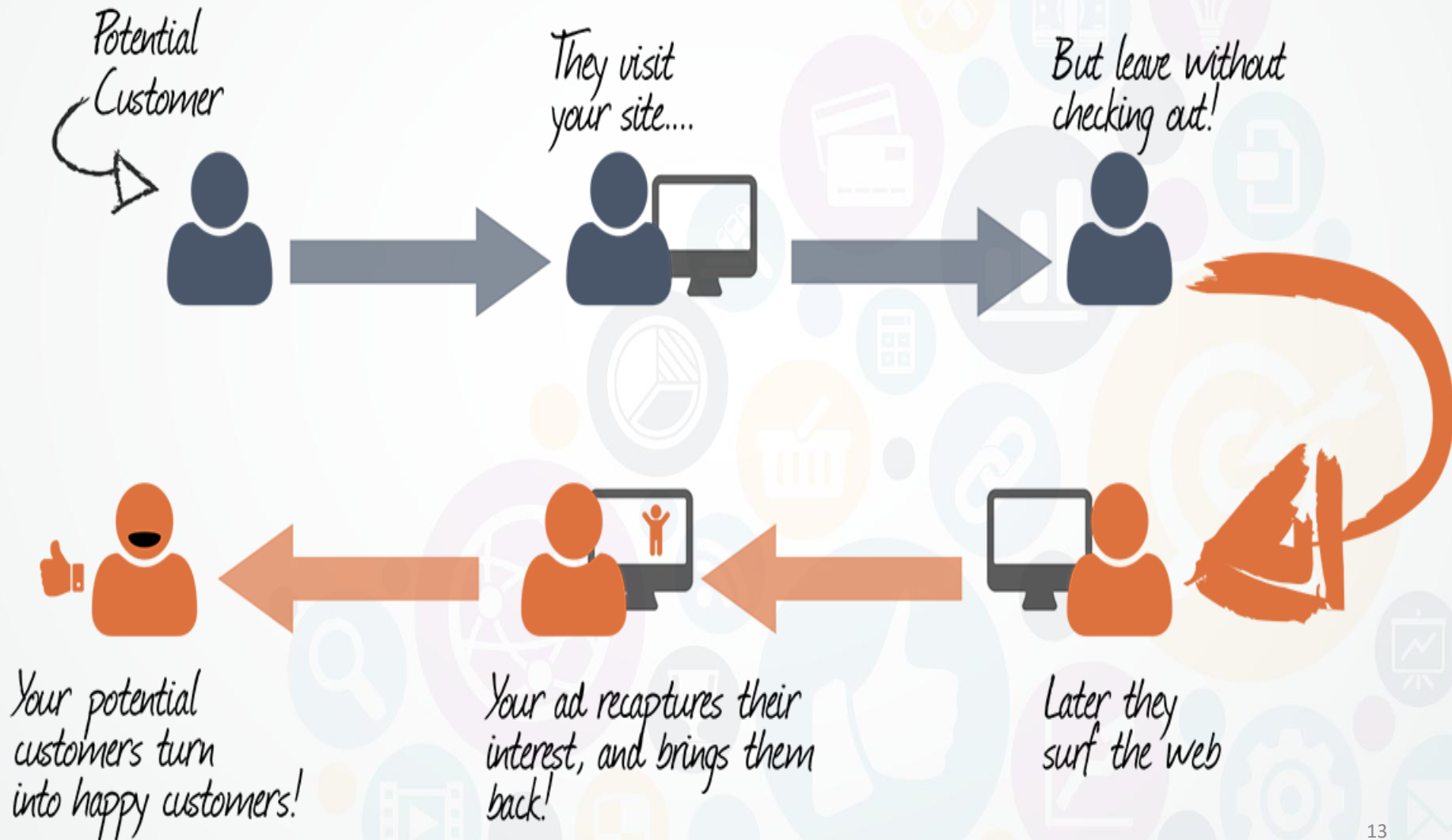- Important to review statistics and determine a break even value.

Re-Targeting
重新定位

Retargeting, also known as remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website. For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't convert right away.

Retargeting is a cookie-based technology that uses simple code to anonymously 'follow' your audience all over the Web. A code is placed on the footer of every page of the event website which then gets saved in the users browsing cookies.

How Re-Targeting Works 如何重新定位

Potential Customer

They visit your site....

But leave without checking out!

Your potential customers turn into happy customers!

Your ad recaptures their interest, and brings them back!

Later they surf the web

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YES! You Will LOVE This

Retargeting is a MUST for all events.

1. Re-Capture Traffic that has come to the website
   - Recover lost conversions

2. Market time-sensitive messages on-demand
   - Early Bird Registration Deadlines
   - Regular Registration Deadlines
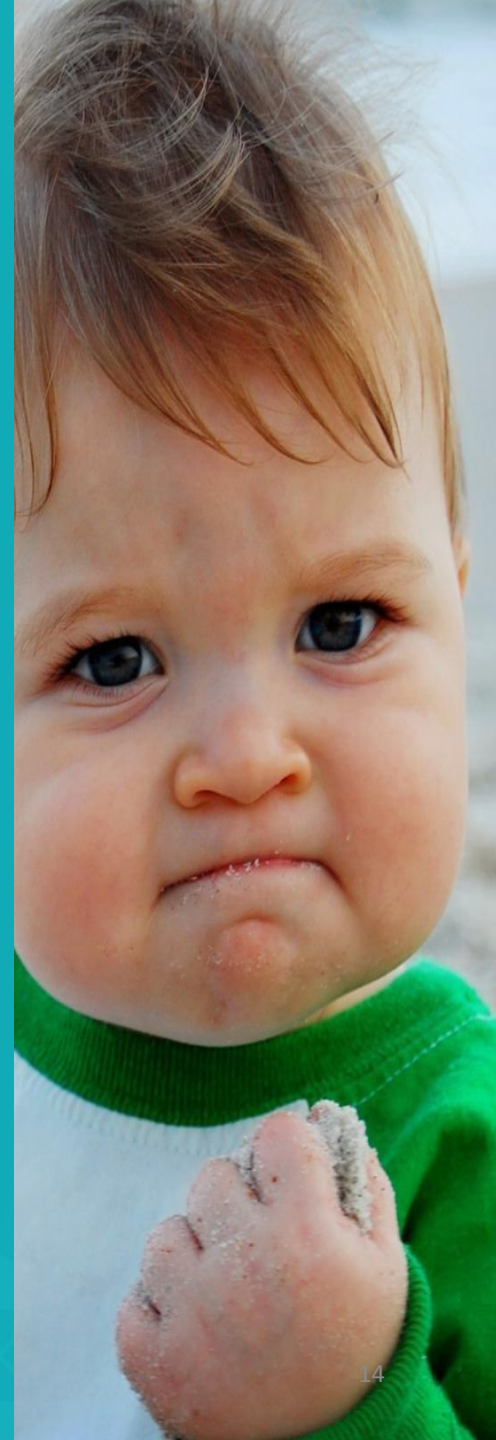
Google / Bing Ads
谷歌和必应广告

SEM – Search Engine Marketing allows our events to show up for high value Keyword Searches. Two of the most used systems are Google Adwords & Bing Ads.

Details:
- Driven by a Pay Per Click Model that Allows you to place Text Ads along the top and side of search results.
- Great for targeting:
  - Competition Event Searches.
  - Highly Targeted Keywords.
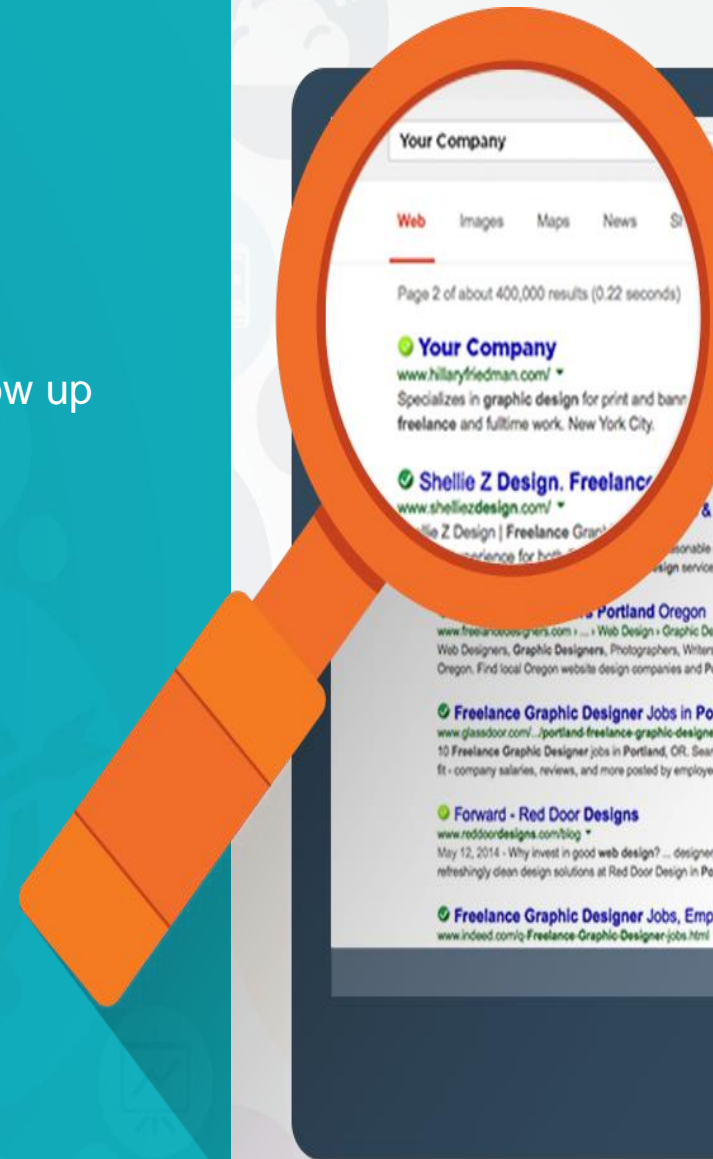
SEO / Keywords
搜索引擎优化 / 关键词

SEO – Search Engine Optimization is a Zero Cost strategy to ensure your event is ranking high for specific keyword searches.

- Most people use Google/Search Engine as their starting point instead of typing in the direct URL
- There are many different way to search for the same thing.

The Basics:
- Ensure You Have Relevant Title & Meta Description on top pages! Include Conference Name (Long/Short) Location & Year

Determining High Value Keyword Phrase? 确定高值关键词短语？

Determine the Relevancy of Your Keyword Phrases

1. Rank Keywords Phrases from 0 – 100%
2. Determine a value for that phrase by considering the meaning of the search to the person, what % would ACTUALLY be interested in registering for the event.
3. Increase Relevancy & Reach by adding additional Keywords
   - Location, Word Variations (Conference vs Congress), Other ways the event maybe referred to.

Exercise Time! 练习时间（

Create small groups of 4.

Spend 5 Minutes Discussing & Ranking the Relevancy of the Following Keyword Searches that would be interested in attending the **World Conference on Lung Cancer 2016**

Provide a Relevancy Score for each from 0 – 100% and be prepared to explain why.

1. WCLC 2016
2. Lung Cancer Education
3. Lung Cancer Specialist in Vienna
4. Lung Cancer Conference in 2016
5. Cancer Conference in Europe

Planting the Seed 下种

When & How to Sell the Idea to Clients
Approach them with these ideas in the early planning stages. Reactive campaigns to low number can work, but may not be as effective as you would like.

Points to Consider:
1. Break Even Value – Easy to justify a $5000 spend when registration costs are $750 – Only need 7 Registrations to cover your spend costs.
2. Increased Ability to Target Conference Demographics
3. Long Term Growth Strategy to Determine Effective Channels by reviewing conversion tracking/analytics.
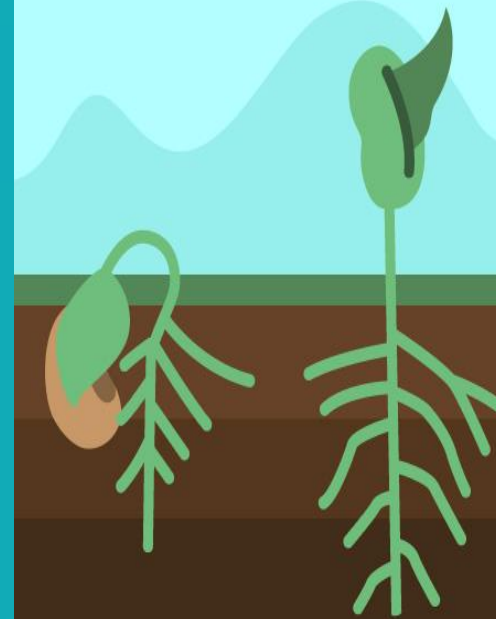
Pricing Model 定价模式

Setup & Management Fee

- Cost to Create Images, Research Demographics & Build / Monitor Campaigns for each Marketing Channel.

Advertising Spend

- This is the actual amount that will be paid to the Marketing Medium. The majority of advertising is based on PPC (Pay Per Click) or CPM (Cost Per Impression)

Influencer Marketing
对具有影响力的人的营销

- Identify Key Influencers in your industry
  - Contacts
  - Social Media Following
  - Blog?

Influencer Marketing
对具有影响力的人的营销

- Provide opportunities for them to help you promote your meeting

- Make it easy and relevant

- Make it personal

- Reward

Questions? 有提问吗？

Thank you for attending!