

CODELESS CONDUCT

Marketing Strategy

Introduction

Marketing for almost all kinds of products are done online these days through social media and other online platforms. In such an era of online marketing, obviously online it is the best way to promote an online event like *Codeless Conduct*.

As *Codeless Conduct* is an online event, which is completely held online and anyone in the world can participate, it has a greater chance to get attracted as no one needs to travel or anyone can participate from anywhere.

So, when it comes to marketing an online event like *Codeless Conduct*, it mainly depends on 3 important questions.

When? Where? and How?

When should it start?

When we should start marketing is very important as it needs to be planned even before the event date is fixed, as a time gap for the promotion of the event needs to be included before the actual event is held.

But before that, selection of the ambassadors for the event needs to be done.

Ambassador programmes have a great role in promoting an online event. Selecting ambassadors is also a major concern. 'Cause if they do the job well, the event gets more reach.

Participants of the previous edition of *Codeless Conduct* are the best candidates to be an ambassador of the upcoming event. As they have previous experience and passion towards the event, most probably they will outperform in the best way.

Ambassadors can be extra motivated by offering rewards depending on their performance.

For example; the ambassadors can be of a few certain levels and performing different ambassador tasks rewards them with certain swags like stickers, T-shirts or other goodies and at the end of the ambassador program, they will receive a special NFT as a token of appreciation.

Ambassador selection should be done a week before the marketing begins and all the instructions should be given to them in the meantime.

Online meetings can be arranged with the ambassadors through Discord or Slack and it will increase their interest towards the event as they have a close relationship with the event coordinators which gives them the thought of considering the event as their own. And that motivates them.

Now the marketing and promotion of the event can be started and at least a month before the event!

Where should it be held?

Where should the promotion be held depends on the type of audience or participants of the event. As *Codeless Conduct* is an online event and it is a technical event, tech

geeks and tech enthusiasts are the people most interested to get to know more about the event.

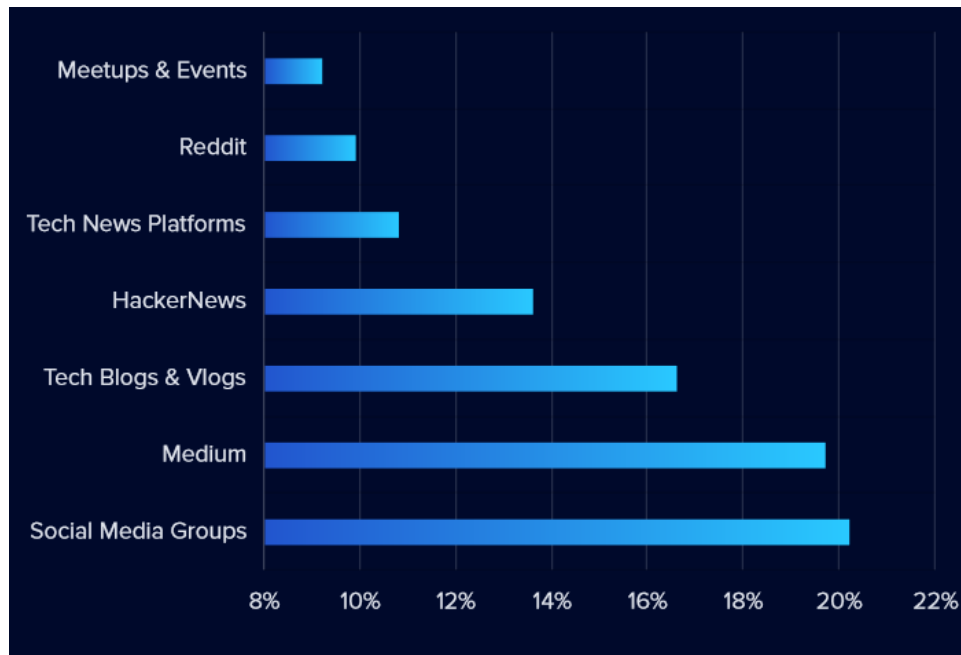


Figure 1: How developers keep up with tech news¹

Figure 1 shows statistics of how developers and tech enthusiasts keep up-to-date with the tech news as per the developer survey 2021 conducted by *HackerEarth*.

From the figure we can understand where we have to begin the promotion of our event. Among social media, *Twitter*, *Telegram* and *Discord* are the best hangout places of developers and tech geeks. Hashtags like, *#dev*, *#devcommunity* etc has great influence in the Twitter community. Those are some of the great places to share details about the *Codeless Conduct* event.

The next stop is tech specified blogging platforms like *Dev.to* and *Hashnode*. Both of these platforms contain only tech related stuff. These are also the best places out there to promote the event.

How should it be done?

Now we know when the marketing should start and where it should be held. And the next question is how it should be done and it is the main question of 'em all.

Posting a lot of garbage is not worth it all. But instead, unique and more informative postings make a greater impact.

A *Discord* server is a great place where all the previous participants and newly interested participants can hangout and get to know more about the event and share thoughts and seek help from mentors. *Twitter* can be used wisely as using popular hashtags can give more reach to the tweets and that will increase engagement with the event.

The role of ambassadors comes now to play. Now they have to use their full potential by making posts and writing blogs about the event etc. They can post their previous winning moments, write blogs on how they participated and how they achieved the award and so on.

At the same time, conducting small competitive events among the ambassadors increases their interest and motivates them to perform even better.

For example; a blogging competition among ambassadors which explains their previous experience in any online forum and the most appreciated blogger receives some swag. In this way we can increase reach as well as motivate these ambassadors who take responsibility for the promotion of the event.

Like the above mentioned blogging competition, other events like poster or banner designs and creating an FAQ blog for *Codeless Conduct* etc can also make great value of having an ambassador team.

More tasks will make ambassadors more active and it also reminds them about their real responsibility and makes them more attached to their job. Daily or weekly micro tasks are the best choices to keep them active with their job. And of course the rewards for their task completion make the sweet double.

Graphics contents are more attracted as well as get engaged by the audience. So, using graphics contents like posters and banners in social media like *Twitter* and *Facebook* can increase the reach of the event.

Conclusion

These all are just the basic idea for the marketing of the event. A lot of them can be added on from selected ambassadors itself. Discussing with a team of creativity and enthusiasm gives more and more ideas on how to make the promotion and market the event in a greater way.

People from different sectors and fields, people with different experience like those hosted events like this previously or those who learned or interested in marketing fields are all an asset for the event for its greater success!

References

[1] *Figure 1: How developers keep up with tech news -*
<https://hackerearth.com/recruit/resources/insights/developer-survey-2021>