



DISSECTING THE

12 KEY TRAITS OF A NEW SCHOOL EVENT MARKETER

About BrightBull



@brightbull
brightbull.co.uk/blog



An inbound marketing agency for B2B, Media & Events

We work with companies seriously committed to growth and transforming the way they approach their marketing, lead generation and sales pipelines



MONTGOMERY



What we'll cover

- Exploring the new way of event marketing
- Going step-by-step through the 12 traits
- Revealing the signs that you might still be stuck in old school marketing tactics
- Understanding where marketers should be focusing their budget and efforts
- The backbones of any successful modern-day event marketing strategy
- Live polls and questions



Does it feel like your marketing team is on a hamster wheel?



1. INBOUND is at the heart of your strategy.



What are your most effective marketing channels?

Source: EventBrite

Email

31%

Free social media

20%

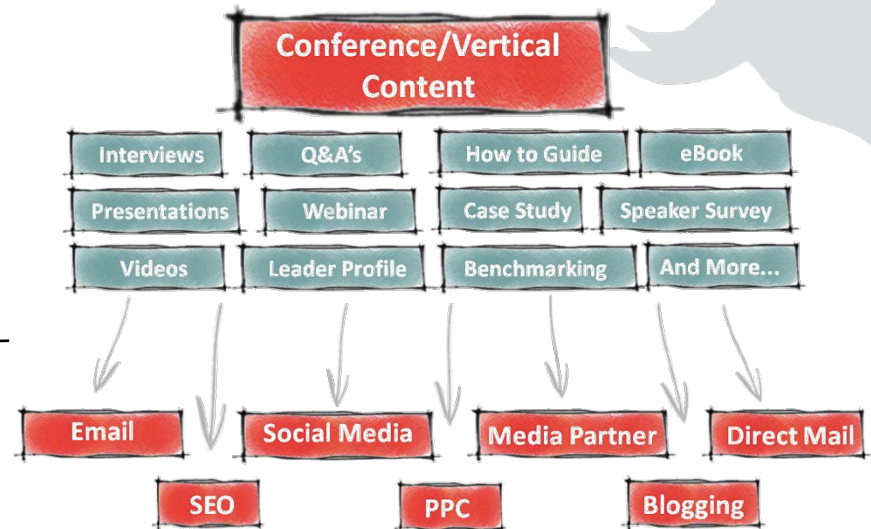
Referrals

19%

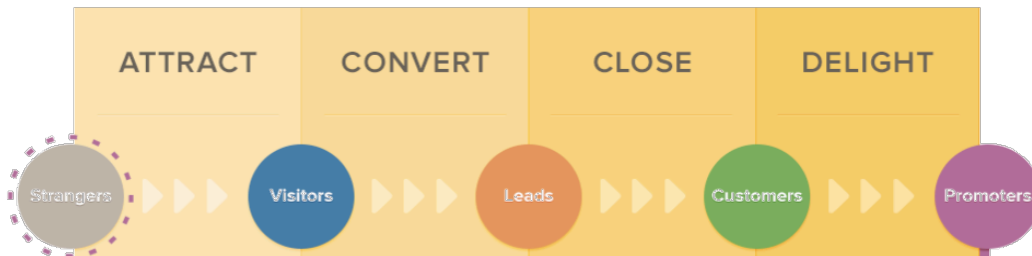
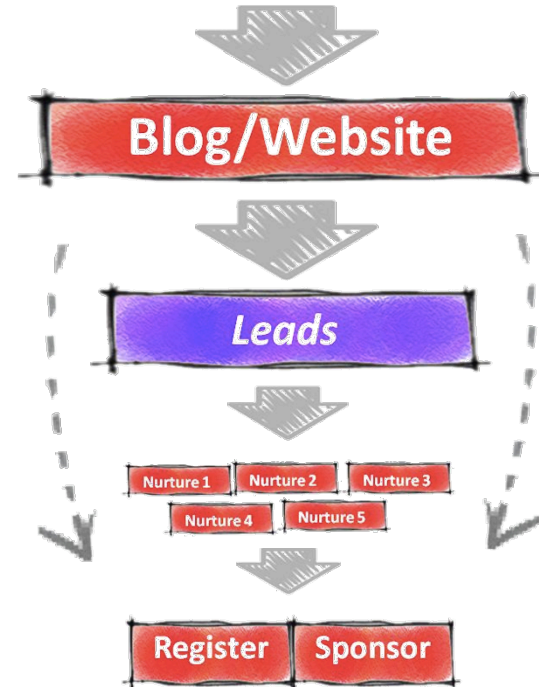
1. INBOUND is at the heart of your strategy.


Inbound for events

About the user/reader/individual
Not about your event/products/
services



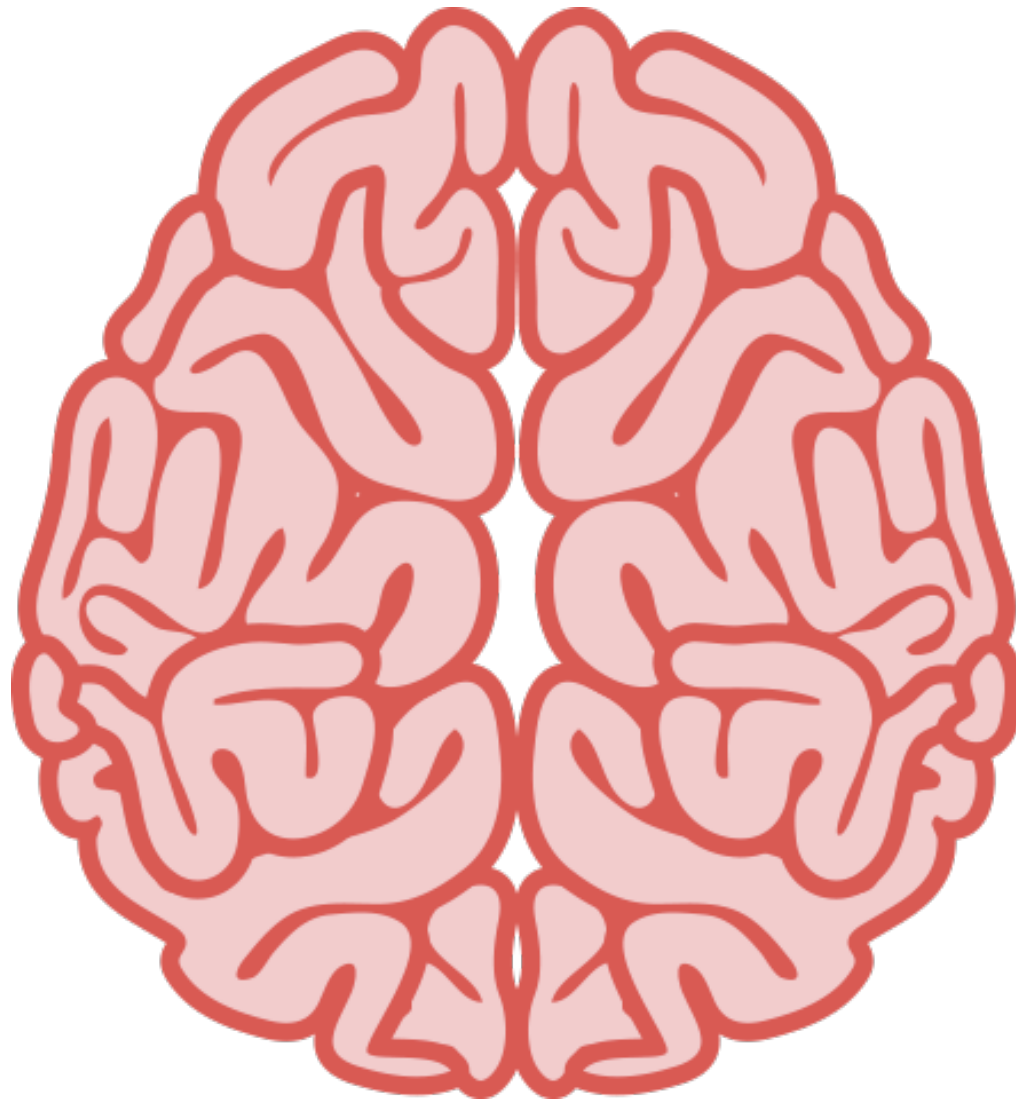
About your event/products/
services





**Old school event businesses
assume their contacts are
ready to buy from them.**

Inbound
Online
Marketing
Us



Outbound
Offline
Sales
Them

2. Don't compartmentalise ONLINE + OFFLINE



3. CONTENT is fuel for your engagement fire.




"Content marketing
generates **3 times**
as many leads as
traditional
outbound
marketing, but
costs **62% less.**"

Demand Metric

**3. CONTENT is fuel for your engagement
fire.**



A hand is holding a white rectangular sign against a background of a chain-link fence. The sign contains text in a sans-serif font. The words "rich", "in content", "repurposed it", and "properly" are highlighted in red, while the other words are in grey. The text is arranged in six lines, with the first line starting with a quotation mark and the last line ending with a closing quotation mark.

"Event
businesses are
absolutely **rich**
in content,
they simply
have not
repurposed it
properly"




**You need to be prepared
and comfortable with
writing content yourself.**



Who am I?

4. BUYER PERSONAS are at the root of all comms and content.



Do you know my:

- * Objectives
- * Pains
- * Challenges
- * Interests
- * How to reach me?

4. BUYER PERSONAS are at the root of all comms and content.

BrightBull's Personas



Peter
Event Entrepreneur



Alexandra
Media Publisher
Events Director



Paul
The Exhibition
Director



Mary
B2B Marketer

New school marketers speak the language of their audience, not their own.

WHEN YOU WIN



WHEN YOU WIN
IT'S SKILL
WHEN YOU LOSE
IT'S BAD LUCK

MR. BRIGHTSIDE

THIS IS THE
Ladbrokes
LIFE



MR BRIGHTSIDE: Betting's just for fun. You never bet more than you can afford to lose and so why get annoyed about it? When he's got his ten game accumulator on, he imagines what he'll spend the money on. But then when he loses, any worries are forgotten immediately. The glass is always half full. He's the upbeat and positive guy you want at the party. Always up for a laugh and always tries to get the most out of a situation. Known for: optimism.

 Uploaded by
Ladbrokes

WHEN YOU
KNOW
YOU KNOW
YOU KNOW

THE GUT TRUSTER

THIS IS THE
Ladbrokes
LIFE



THE GUT TRUSTER: A man who believes there are things beyond the understanding of science. For him, it's not all about the form or statistics. When he bets he just gets a feeling for who to choose, almost like a sixth sense. He's learnt to listen to his gut and trust in it because from time to time, it's served him well. Known for: instinct.

 Uploaded by
Ladbrokes

WHEN YOU WIN
GET THEM IN

GENEROUS JOHN

THIS IS THE
Ladbrokes
LIFE



GENEROUS JOHN: Where's the fun in winning if you're on your own? Generous John's friends are what he treasures most, and when he wins, he wants to share the win. His generosity goes beyond money. He's the guy who'd share his chips with you, or lend a girl his coat. If he's got a great tip on the horses, he's the first to tell you about it. He takes pleasure in sharing the love, helping his friends out and being a good mate. Known for: generosity.

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How to create your
own personas

makemypersona.com
buyerpersona.com



**5. Thrive on the power of MARKETING
AUTOMATION + TECHNOLOGY**



Systems Automation

Outsourcing

Reporting

Web Updating

Data Processing

**5. Thrive on the power of MARKETING
AUTOMATION + TECHNOLOGY**

Marketing Technology Landscape

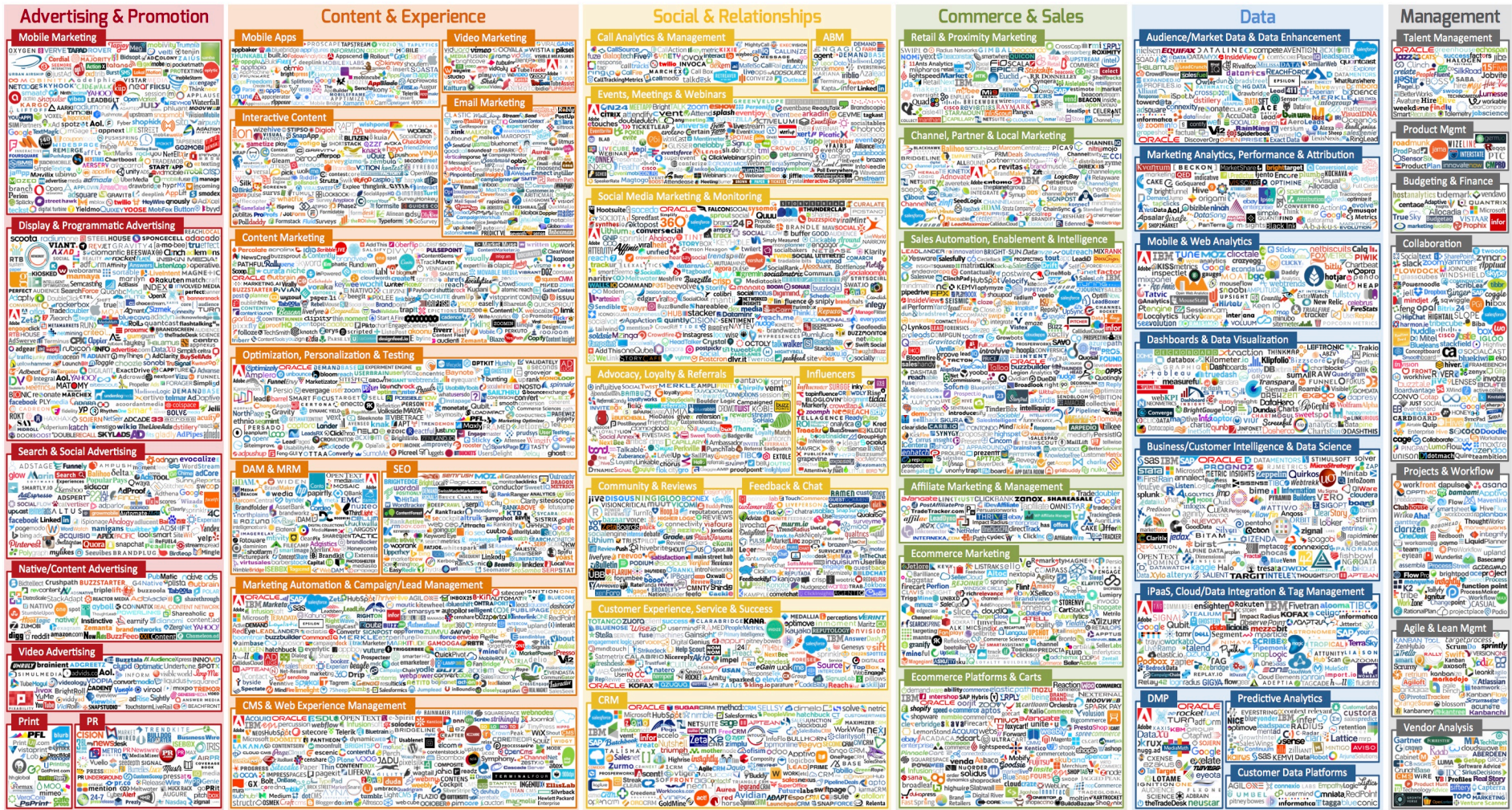
August 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec <http://www.chiefmartec.com>

Marketing technology landscape 2011



Sources: CabinetM (<http://cabinetm.com>), Captera, G2 Crowd, Google, Growthverse, LUMA Partners, Siftify, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergaphic-2016/> for details.

Created by Scott Brinker (@chiefmartec).

Marketing technology landscape 2016



<http://chiefmartec.com/2016/03/marketing-technology-landscape-supergraphic-2016>

Alternatively search for “marketing technology landscape”

Sources: CabinetM (<http://cabinetm.com>), Captara, G2 Crowd, Growthverse, LUMA Partners, Siftify, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

Created by Scott Brinker (@chiefmartec).

Marketing technology landscape 2016



6. Smart about EMAIL. Do not solely rely on outbound.

A person is standing on a sandy beach, holding a surfboard. A large, thick red 'X' is superimposed over the person, indicating a negative or incorrect action. The background shows the ocean and some coastal vegetation.

Won't do without
WORKFLOWS / DRIP
campaigns.

6. Smart about EMAIL. Do not solely rely on outbound.

A white silhouette of a Twitter bird is positioned in the bottom right corner of the red banner.

A person is holding a camera, and a red text box is overlaid on the image.

Relevant emails
drive **18 times**
more revenue than
broadcast emails.

Jupiter Research

**6. Smart about EMAIL. Do not solely rely
on outbound.**

Marketing Performance in January

7



1

Visits

18,532 compared to 22,693

↓ Behind 18.34% (4,161)

0.90%

4

2

Contacts

167 compared to 192

↓ Behind 13.02% (25)

5.99%

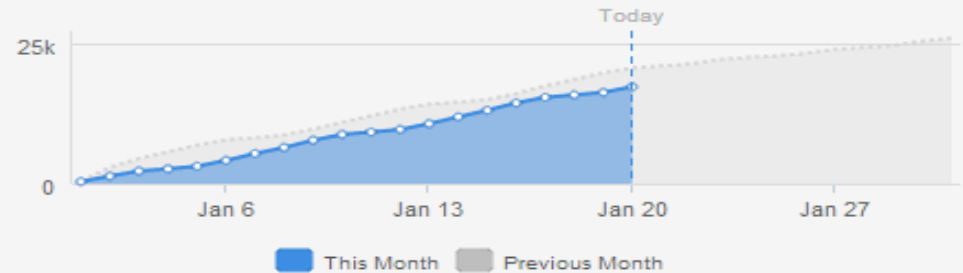
5

3

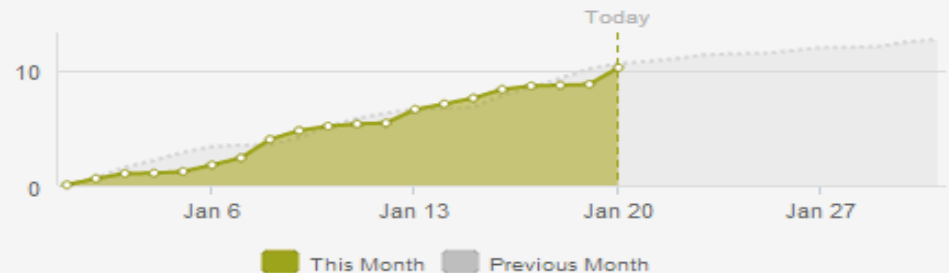
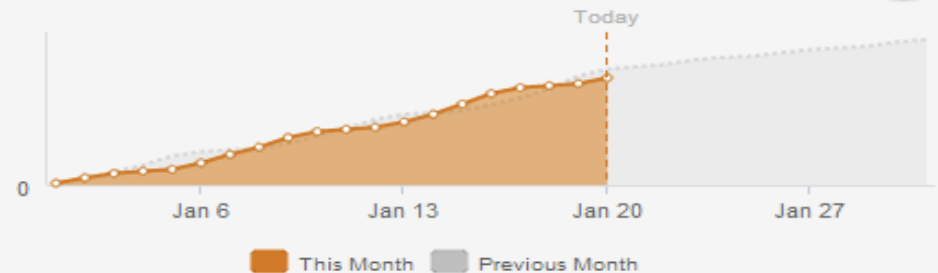
Customers

10 compared to 11










↓ Behind 18.18% (2)



6



**7. Love DATA + MEASURE everything
(at the touch of a button)**

Source		Visits	%	Contacts	%	Customers	%	
	Organic Search Google, Bing, Yahoo, etc.	32,952	1.7%	546	21.2%	116	0.4%	
	Referrals Links on other sites	13,498	4.1%	549	12.6%	69	0.5%	
	Social Media Facebook, Twitter, Linkedl...	18,803	2.8%	528	4.2%	22	0.1%	
	Email Marketing Email links	27,170	2.3%	631	14.4%	91	0.3%	
	Paid Search Paid search advertisements	84	4.8%	4	0.0%	0	0.0%	
	Direct Traffic Manually entered URLs	53,054	4.4%	2,340	19.1%	448	0.8%	
	Other Campaigns Other sources	91	1.1%	1	0.0%	0	0.0%	
	Total	145,652	3.2%	4,599	16.2%	746	0.5%	



**8. They know how to intelligently
manage their TIME**



Search for:
"Covey time management"
"Pomodoro technique"

slack.com

"Tim ferriss email"

Fourhourworkweek.com

Download this guide
to save time!

"TIME SAVING GUIDE"

Info.brightbull.co.uk/time-saving



**9. Know how to seamlessly integrate
with SALES**



A photograph of two women in a field of yellow wildflowers, holding hands and arching their backs towards the sky. The woman on the left has blonde hair and is wearing a white dress. The woman on the right has long brown hair and is wearing a white crop top and a blue skirt. The background is a soft-focus green field with a warm, golden light suggesting late afternoon or early morning.

83%

marketers
cited
increasing
sales as their
top event
marketing
goal.

Center for Exhibition
Industry Research

**9. Know how to seamlessly integrate
with SALES**

A white, abstract, organic shape on a red background, resembling a stylized bird or a splash of paint.



Your leads are rubbish!!!



A photograph of two men wrestling on a grey mat. The man on top is wearing a white t-shirt and black shorts, with his arms around the other man's neck. The man on the bottom is wearing a white t-shirt and black shorts, with his arms crossed in front of him. A black rectangular box with white text is overlaid on the right side of the image.

Lead
MQLs
SQLs

Agree on what leads are good for them!



A photograph of two hands, one on the left and one on the right, reaching up to form a heart shape with their fingers. The sun is positioned directly behind the heart, creating a bright, glowing effect. The background is a soft, hazy sky. The text 'SQL' is written in a bold, red, sans-serif font in the center of the heart.

SQL

Businesses that use marketing automation
to nurture prospects experience a 451%
increase in qualified leads.

The Annuitas Group

Social media has a 100% higher lead-to-close rate than outbound marketing.

HubSpot

Embedded in everything they do

Social is a habit

Thought out system

Interact

Don't broadcast

Not scared of topics

10. Masters of SOCIAL MEDIA.





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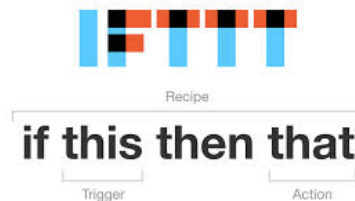
10. Masters of SOCIAL MEDIA.





11. Get their hands dirty - marketing is becoming less about marketing

4 Key areas



CRM/Data

Integrations/
Automation

Writing/
Blogging

Internal
Training



12. They LEAD the events team, not follow. They OWN the strategy.





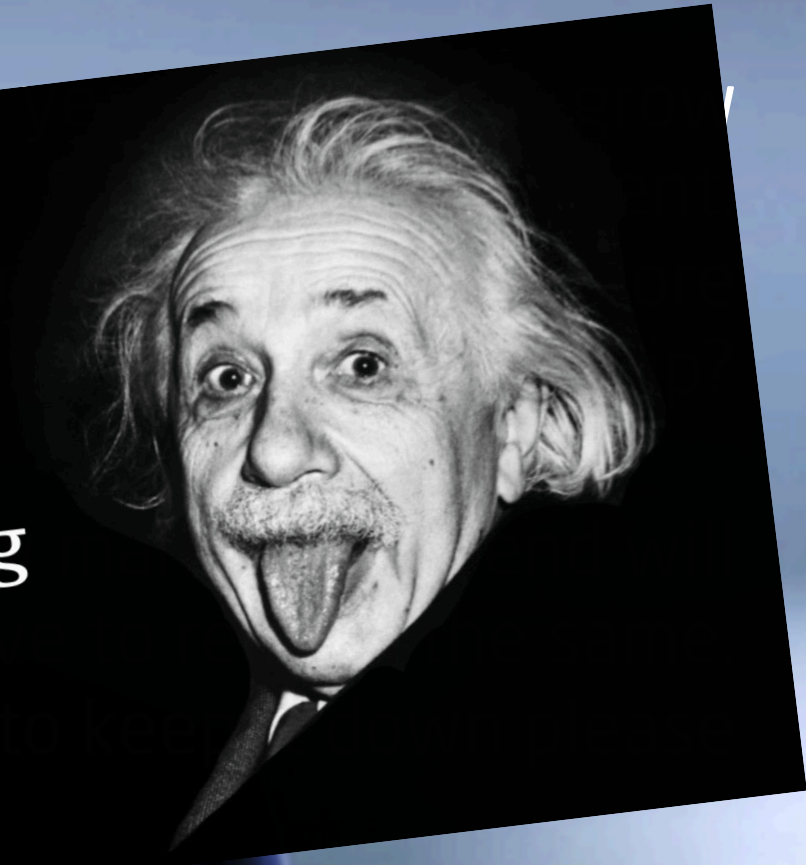
Next year we need to grow
our event.
More attendees and more
sponsorship.

Sorry marketing spend will
have to remain the same. In
fact try to keep spend
down!

Next

"Insanity is doing the
same thing over and
over again and expecting
different results"

Albert Einstein



Be part of this elite tribe of new school marketers

Join us at BrightBull's Accelerator Labs

Collaborative workshops focused on winning formulas for your event marketing



Get your workshop guide now



THANK YOU!

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