

# Promoting your event

Drive registration & attendance



You can design the most amazing event experience in the world, but if you don't take the time to promote it, your target audience won't know about it. Create assets that allow you to market your event effectively and drive attendees to your website to learn more.

## Event website

Your landing page or event website should provide your visitors with all the information they need to register and attend your event. It should also communicate the value your event will bring to visitors – what's in it for them, and why they can't miss it.

### What to include on your event website:

**Brief event overview**

What's it about? Who's it for? Give attendees a taste of what to expect in 1-2 short paragraphs.

**Agenda and schedule**

Don't forget the time zone!

**Session information**

Include a short description of each session.

**Speakers section**

Include a photo and short bio to promote your speakers' credentials.

**Exhibitors and sponsors**

Showcase sponsors supporting your event with logos and company info.

**Resources**

Compile a list of resources, like blog posts or websites for further reading, or an event chat channel on Zoom for event-goers.

**FAQ**

Answer common questions like “What’s the cost to attend?” and “Will I be able to view recorded sessions after the event?”

**Compelling images**

Draw your audience in and promote your brand with visual assets that persuade target prospects to attend.

**Registration page**

Zoom Video Webinars allows you to customize your registration page with your organization’s branding and tailored questions.

**Video trailer**

A sizzle reel can also help generate excitement about your event on social media and in other marketing efforts.

# Marketing your event

Start promoting your online event at least two to three weeks ahead of time to drive registration numbers. Don't forget to create source tracking links for webinar registration to see which marketing efforts are most effective.

## Email marketing

Send marketing emails and reminders. A/B test your subject lines and consider two to three mailers prior to the event to maintain awareness. Consider using video content in emails to get prospects and registrants excited about the event.

## Blog articles

Content marketing enables you to tell the story of your event, provide information, and go more in-depth than an email. Use the right keywords to increase organic traffic.

## PR outreach

A press release and media outreach highlighting notable speakers and other compelling details can get your event in front of more eyes. Put together a media list with industry publications and look for outlets that cover events like yours to reach your target audience. Be sure to offer interested reporters invitations to the live event.

## Social media

Get followers buzzing with an event hashtag, graphics, and social media campaign. Don't forget about ads and boosted posts to go beyond organic reach.

## Partner and speaker marketing

Create visual assets and sample social posts partners and speakers can easily use, like a graphic template they can tweak to add their name and session information.

