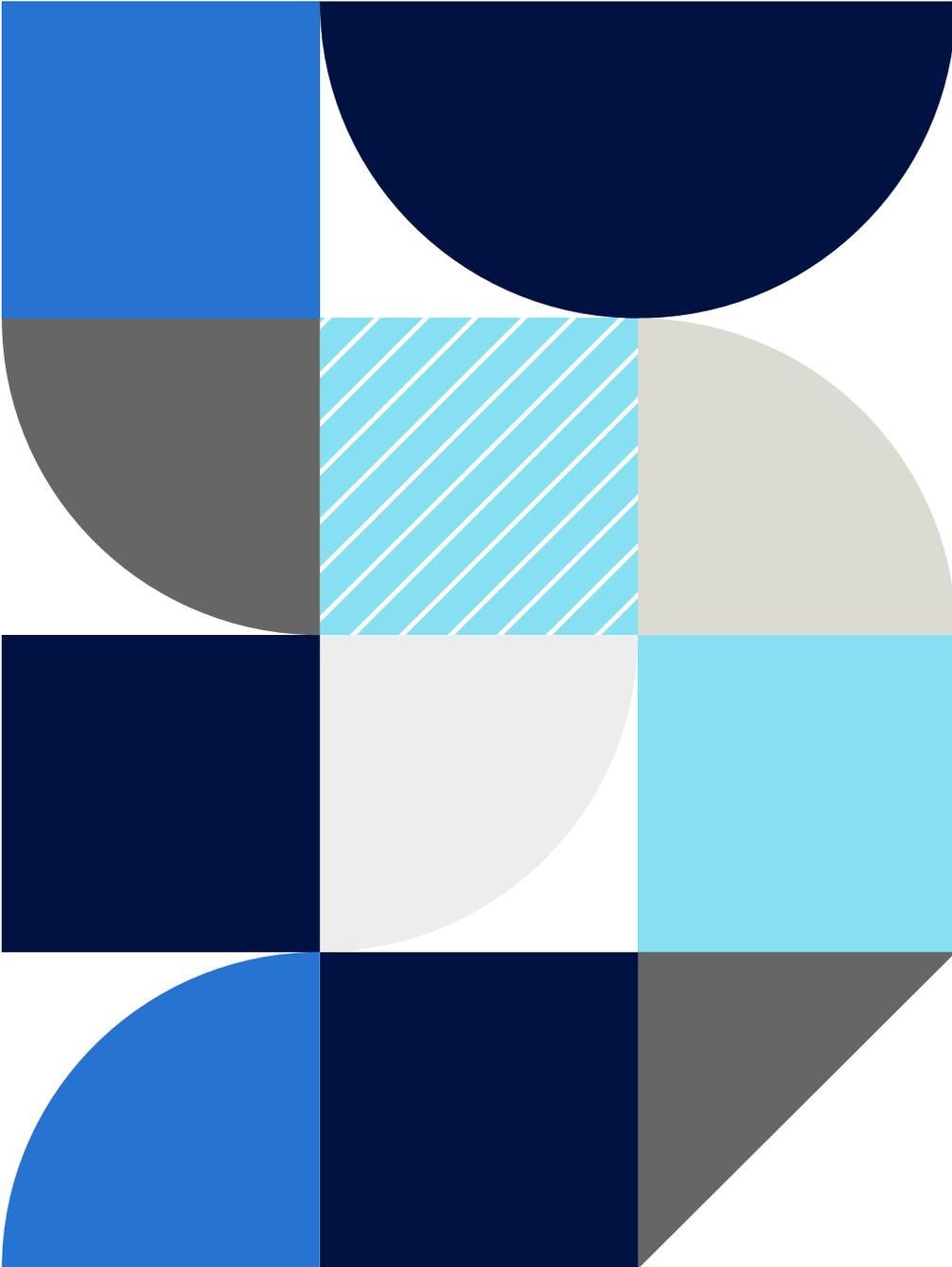


PROVEN MARKETING  
STRATEGIES TO KEEP  
THE MOMENTUM GOING

# AFTER AN EVENT

This detailed to-do list highlights the crucial steps marketers must take to transform post-event momentum into measurable success.





## How to Utilize This Resource

To maximize the benefits of this resource, you'll begin by establishing a solid foundation of objectives. From there, navigate through the various phases of event marketing—both during and after the event. Select the items you wish to implement and identify what is necessary to execute them successfully.

**PS. This resource is designed to be interactive. You can select fields and fill in the others. Enjoy!**

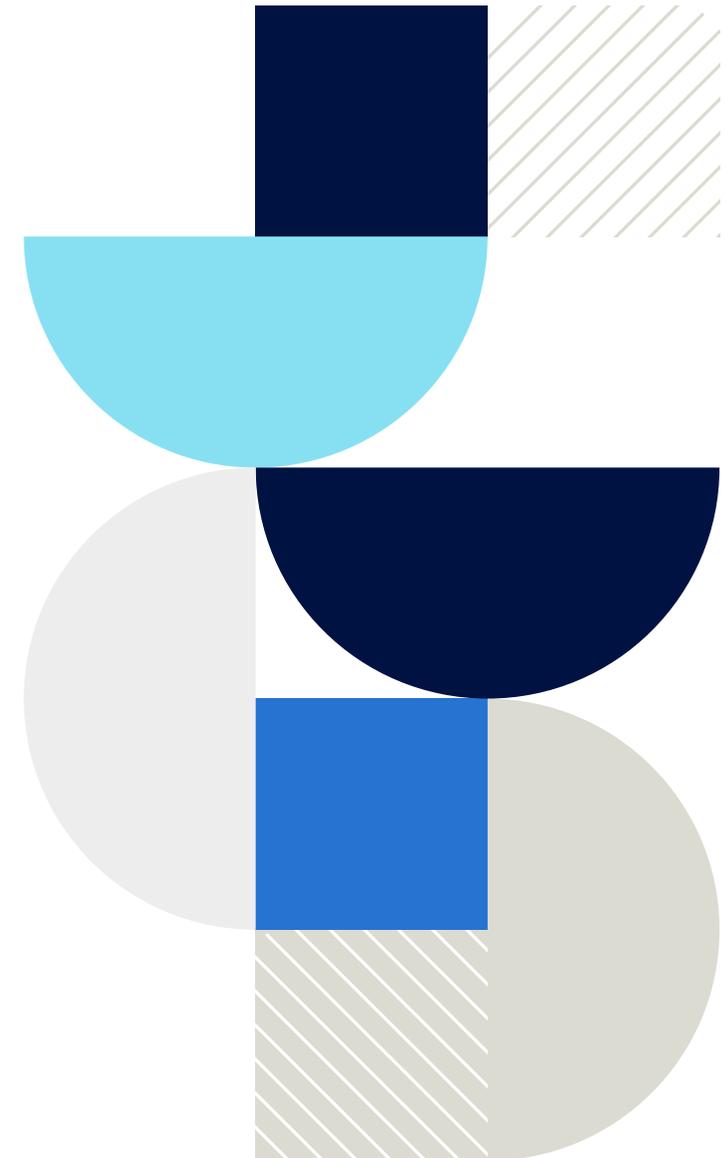
If you need further clarification on any section, refer to this article for a deeper understanding >>

## The Foundation: Setting Clear Objectives and KPIs

*Use this section to understand the objectives you aim to achieve with this event.*

Event Goals:

- Lead Generation
- Brand Awareness
- Content
- Launch a new product
- Other





# Successful post-event marketing relies on maximizing opportunities **during the event.**

Use this section to outline actionable steps you can implement during the event to guarantee effective post-event marketing.

Train team on effective networking

Implement lead collection system

• How will the leads be collected?

• Who will be collecting the leads?

Conduct real-time surveys and gather feedback

• What style of surveys/feedback will you use?

• How will surveys/feedback be administered?

• Who will be responsible for gathering feedback/surveys?

Encourage attendee social sharing

• Responsibility:

Capture content (photos, videos, notes)

• Where will content be stored?

Create a list of content to be captured

Who will be collecting the content?

• Do we need to hire an outside vendor?

# Post-Event Marketing Strategy

*Leverage this section to design a comprehensive post-event marketing plan that maximizes impact.*

## CONTENT CREATION

- Create infographics summarizing key takeaways

• Responsibility:

- Develop highlight videos

• Responsibility:

- Write whitepapers/case studies based on event insights

• Responsibility:

- Craft social media posts and blog articles

• Responsibility:

- Plan webinars on popular event topics

• Responsibility:

- Design content engagement center

• Responsibility:

- Draft post-show newsletter

• Responsibility:



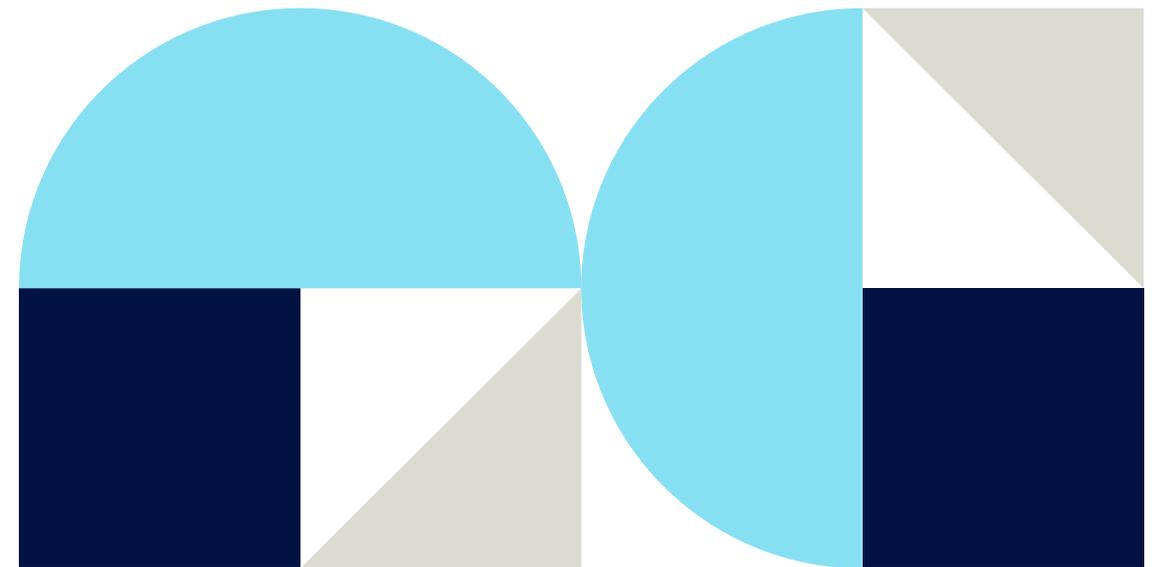
## EMPOWERING YOUR SALES TEAM

*Leverage this section to partner with the sales team to extend post-event momentum and maximize return on investment.*

- Provide targeted follow-up material and content
  - Responsibility:
  - Share with:
- Facilitate warm introductions
  - Responsibility:
- Create a segmented lead list based on event interactions
  - In what ways can you segment leads?
  - Responsibility:
  - Share with:
- Outline personalized follow-up campaigns for sales based on the segmented lists
  - Responsibility:
  - Share with:

[Learn more about personalized campaigns here >>>](#)

- Share key learnings and attendee feedback
  - Responsibility:
  - Share with:
- Distribute recordings of product demos/presentations/other content for sales to use in outreach
  - Responsibility:
  - Share with:





Still looking for more support and guidance with your event marketing? **Let's chat.**

Contact us.  
+1 (800) 547-7377

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