

The State of Event Marketing

Getting social with small business get-togethers





Need a reason to do social media for your events?
Well, here's a list of
37 compelling ones

The respondents were more than 474 Constant Contact customers 48% non profit, 26% B2C and 26% B2B, of up to 50 employees. All of them had a role in overseeing or managing events and their promotion for their respective organizations and held an average of 16 events a year.

A decorative header featuring a dense collection of white social media icons on a yellow background. The icons include thumbs up, birds, envelopes, speech bubbles, and computer monitors, all arranged in a horizontal band across the top of the slide.

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Part

Event Promotion and Effectiveness

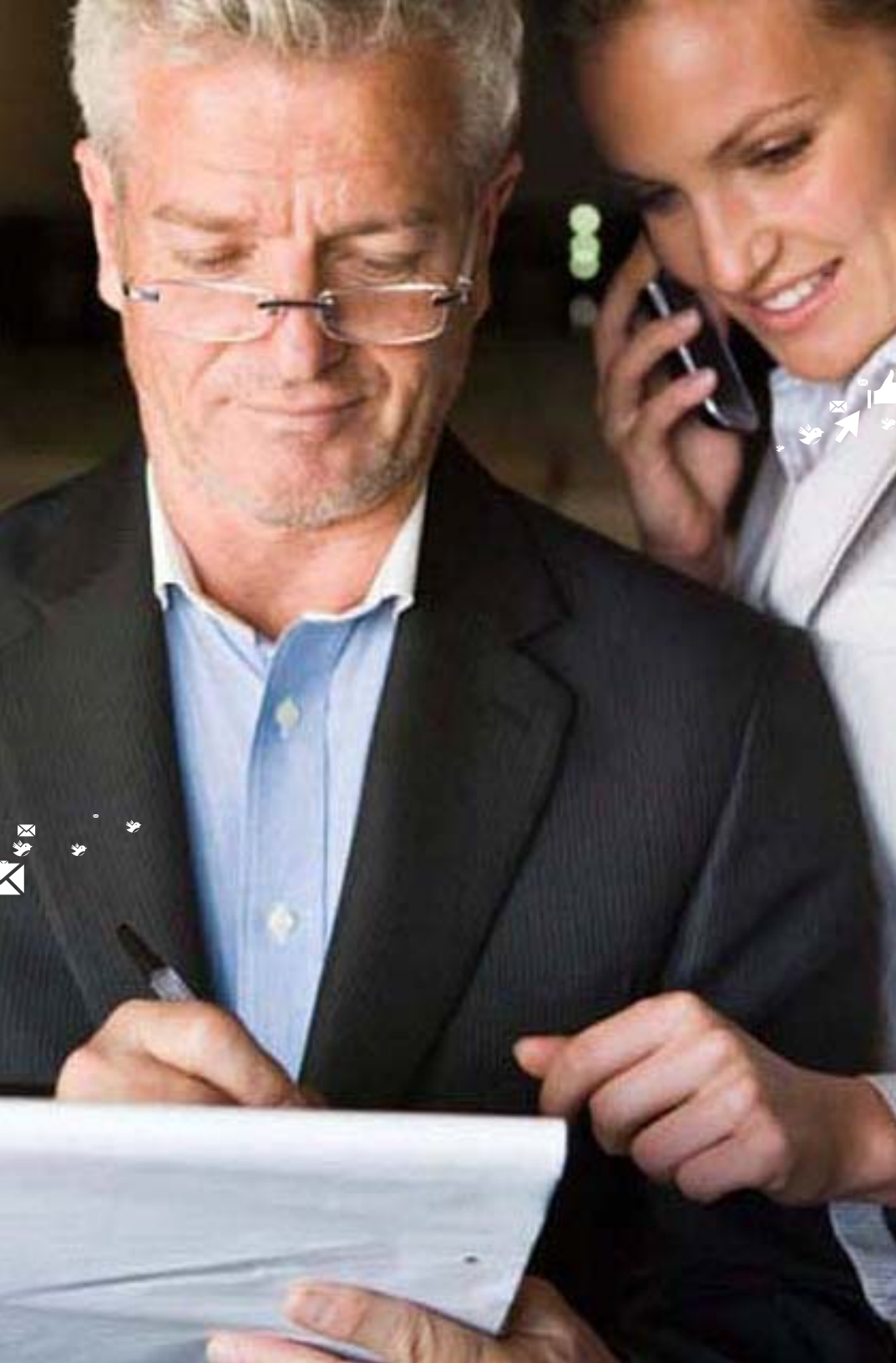



91% rate this
method as
effective



69% think print
advertising is
effective
in marketing
events





86%  say the **phone** is effective to market their events.

85%  Think an online **event marketing/management** tool is effective.



77%  are using **social media**

74%  think **social media is effective**

Part


Social Media
Marketing





Constant Contact
Event Marketing
Online Registration and Promotion

78%  say social media is **"somewhat"** or **"extremely"** important as a marketing tool.

77%  use **social media** to market and/or promote events

2.1  **hours per week** is dedicated to interacting on **social networks** on behalf of their organization and its events





59% want help in **creating** or **refining** a social media marketing strategy

46% have an initial **social media plan**


34% don't have one, but **plan** to create one.



Part

Social Media Monitoring



83%  use **Google Alerts** to monitor their social networks

35%  use **Hootsuite**





30%  use social monitoring **tools** like Google Analytics, NutshellMail and Sprout Social

Part

Social Media Goals





56%



use social media to
educate
and **inform**
others about
their events.


40%



use social media to
drive
word-of-mouth





39%  use social media to get **repeat** attendees

35%  use social media to get **more** attendees



65%


want to use social media to get **feedback** about their event

66%

want to use social media to **reach** more people



63%  want to use social media to get **new** or **more** event attendees

62%  want to use social media to **stay connected** with past attendees



A decorative graphic consisting of a large, stylized letter 'A' shape formed by a path of various social media and digital communication icons. The icons include birds (like Twitter), speech bubbles, mail envelopes, thumbs up, and computer monitors. The path starts in the top left, goes down and right, then up and right, and finally down and right again, ending in the bottom right. The background is a solid orange color with white rectangular blocks at the top left, middle left, and bottom left.

Part

Social Media Marketing Channels



89%  use **Facebook** to market their events

85%  have a **Facebook** fan Page





66% use **Twitter** to market events

54% use **LinkedIn** to market events



61% use their social networks in the **days prior** to the event

51% get social **4 weeks** before their event



37% create a **#hashtag** for their events



42% have **created** and **posted** event marketing **videos** to YouTube



Part

You've made it to the end of this book—but we've got more rocking event resources for you!

Learn more:

ConstantContact.com/EventSpot

Give us a call any time:

(855) 876-6508

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