



INTEGRATED MARKETING CAMPAIGN

A FULLY INTEGRATED MARKETING CAMPAIGNS USING A VARIETY OF CHANNELS:

EVENT WEBSITE



OVER 150,000 USERS VISIT OUR WEBSITE

STRATEGIC PARTNERSHIPS WITH KEY MEDIA PARTNERS AND ASSOCIATIONS



WE PARTNER WITH 40+ KEY MEDIA PARTNERS AND ASSOCIATIONS TO MAXIMISE REACH OF OUR TARGET AUDIENCE

EMAIL CAMPAIGNS



REGULAR EMAIL CAMPAIGNS TO PROMOTE OUR EVENT TO 100,000+ OF TARGET AUDIENCE IN OUR DATABASE

SOCIAL MEDIA POST & CAMPAIGNS



REGULAR POSTS ON OUR SOCIAL MEDIA CHANNELS TO PROMOTE OUR EVENT. WE ALSO RUN ADVERTISING CAMPAIGNS TO MAXIMISE REACH



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EVENT BROCHURE



EVENT BROCHURE IS SHARED ON VARIOUS MARKETING CHANNELS TO REACH OUR TARGET AUDIENCE

REMARKETING CAMPAIGN



REMARKETING CAMPAIGN IS SET UP ON FEATHR TO PROMOTE THE EVENT TO THE RIGHT AUDIENCE

LEAD-NURTURING CAMPAIGN



LEAD-NURTURING EMAIL CAMPAIGNS ARE SET UP TO NURTURE WARM LEADS IN OUR SALES FUNNEL

CONTENT MARKETING



INDUSTRY INSIGHTS NEWSLETTER REACHING OUT TO 100,000+ DATABASE FORTNIGHTLY



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A FULLY INTEGRATED MARKETING CAMPAIGNS USING A VARIETY OF CHANNELS:

PPC CAMPAIGN



PPC CAMPAIGNS ARE SET UP TO RUN THROUGHOUT THE CAMPAIGNS TO DRIVE TRAFFIC TO THE WEBSITE AND ULTIMATELY ATTENDEE REGISTRATION

PR



A PR TEAM TO MANAGE ALL PR ACTIVITIES OF THE EVENT

REFERRAL MARKETING



REFERRAL MARKETING CAMPAIGN IS SET UP 6 MONTHS BEFORE THE EVENT TO ENSURE REGISTRANTS SPREAD THE WORDS TO THEIR CONNECTIONS ON SOCIAL MEDIA CHANNELS

SALES TEAM



A DEDICATED SALES TEAM TO REACH OUT TO THE TARGET AUDIENCE TO ATTEND THE EVENT