



EVENT MARKETING STATISTICS 101 GUIDE

Event marketing can seem like navigating a labyrinth without a map if you're new to the game. This guide breaks down the marketing essentials, what metrics matter, and how to distinguish between successes and areas for improvement.

EMAIL MARKETING



Email marketing is a powerful tool for event organisers, offering a direct line of communication to potential sponsors, exhibitors and attendees. It shares important event details, updates, and compelling reasons to get involved, directly influencing the decision-making process of your target audience.

KEY METRICS TO MONITOR



Open Rate: Percentage of email recipients who open an email. A high open rate suggests a good sender reputation and a compelling subject line.

Click-To Open Rate (CTOR): Percentage of recipients who clicked on one or more links in an email. A high CTOR indicates that the content of the email is compelling and enticing readers to want to learn more.

Conversion Rate: Percentage of email recipients who clicked on a link within the email and completed a desired action. This stat measures the effectiveness of the website/landing page the links in your email direct readers to.

Bounce Rate: Rate at which your emails are not delivered to the recipient's inbox. This can be divided into soft bounces (temporary issues) and hard bounces.

Unsubscribe Rate: Percentage of recipients who opted out of your email list after receiving an email, this gauges the relevance and reception of your content.

AVERAGE METRICS



Open Rate: 15-25% | **CTOR:** 10-20% | **Conversion Rate:** 0.5-2%

Bounce Rate: Below 2% | **Unsubscribe Rate:** Less than 0.5% per campaign



WHAT GOOD LOOKS LIKE

Open Rates above 25% indicate that your subject lines are highly relevant and engaging.

CTORs above 20% suggest that your email is compelling and encourages readers to take action.

Conversion Rates nearing or surpassing 2% mean your emails are effective.

Low Bounce Rates/Unsubscribe Rates indicate healthy list maintenance and content relevancy.

SIGNS YOU NEED TO IMPROVE

Open Rates below 15% indicate your subject lines are not engaging or your emails are potentially being marked as spam.

Low CTRs (below 2.5%) suggest the content or call-to-actions in your emails are not compelling.

Conversion Rates below 0.5% indicate that your website / landing pages are not convincing to recipients to take further action.

High Bounce Rates indicate outdated or incorrect email addresses, necessitating list cleaning.

Increasing Unsubscribe Rate may signal that your content is not meeting the expectations of your audience or you're emailing too frequently.



OPTIMISATION TIPS



Tip 1 - Segment Your List - Tailor your emails based on the interests, behaviours, and demographics of your audience to increase relevance and engagement.

Tip 2 - Compelling Subject Lines - Action-oriented language and personalisation boost open rates.

Tip 3 - Optimise Email Content - Clear, compelling CTAs, engaging visuals, and concise messaging.

Tip 4 - Test and Refine - Utilise A/B testing for subject lines, email content, and send times.

Tip 5 - Maintain Email List - Regularly remove inactive subscribers to reduce bounce rates.

OUTCOME



By closely monitoring these metrics and **optimising** your strategies accordingly, you can significantly enhance the effectiveness of your email marketing campaigns, driving higher engagement and registrations for your events. The importance of using **high-quality data** within an email marketing campaign cannot be overstated, as it directly influences the success of your outreach efforts. Good data ensures that your messages reach the intended recipients, are relevant to their **interests**, and ultimately lead to higher engagement rates. Bad data manifests as high bounce rates, low engagement, and an increasing number of **unsubscribes**. This is due to outdated email addresses, poorly segmented lists, or irrelevant content being sent to the recipients.

SOCIAL MEDIA MARKETING



Social media marketing harnesses the power of platforms like LinkedIn, X (Twitter), Facebook, and Instagram to promote your event, engage with potential attendees, and amplify your message across networks. Each platform offers unique advantages and requires a tailored approach.

GENERAL SOCIAL MEDIA MARKETING STRATEGIES



Create a content calendar to plan your content across platforms for a consistent and engaging presence.

Be active! Make sure time is set aside to monitor and respond to comments. Use platform-specific analytics tools to **track performance** and refine your strategy.

By understanding the nuances of each social media platform and focusing on the metrics that matter, you can craft a social media marketing strategy that not only boosts visibility but also generates genuine interest and engagement, leading to increased event registrations and success.



LINKEDIN



The go-to professional network, perfect for promoting business-related conferences and exhibitions.

KEY METRICS



Engagement Rate: Measures interactions (likes, comments, shares) relative to followers or impressions. A healthy engagement rate suggests your content resonates with professionals.

Click-Through Rate (CTR): Indicates the effectiveness of your content in driving traffic. **Lead Generation:** Tracks the number of leads generated directly from LinkedIn.

TIPS



Tip 1 - Use LinkedIn Groups - Engage with existing groups or create your own to foster discussions.

Tip 2 - Leverage LinkedIn Articles - Share thought leadership content related to your event to establish credibility and interest.

Tip 3 - LinkedIn Ad - Sponsored content, InMail, and lead gen forms can target specific demographics. Start with a small budget to test this channel for your audience.

X (FORMERLY TWITTER)

A platform for quick updates and real-time engagement, ideal for creating buzz.

KEY METRICS

Engagement Rate: Likes, retweets, and replies. High engagement indicates compelling content.

Impressions: The total number of times your tweet has been seen. This helps gauge reach.

Conversion Rate: Like LinkedIn, specific actions are taken but include metrics like link clicks.

TIPS

Tip 1 - Craft Engaging Tweets - Use concise, action-oriented language with relevant hashtags.

Tip 2 - Engage with Influencers - Identify and collaborate with influencers in your sector for more reach.

Tip 3 - Twitter Polls/Q&As - Increase interaction by asking questions related to your event or industry.



Meta (Facebook and Instagram)



Platforms that offer extensive targeting options and a visual medium for your event.

KEY METRICS



Engagement Rate: Likes, comments, shares, and views.

Reach/Impressions: Impressions track how often a post is seen. Reach is the number of unique users.

Conversion Rate: Tracks the effectiveness of your ads or posts in driving specific actions.

TIPS



Tip 1 - Utilise Visual Content - Both platforms are highly visual, so use engaging images and videos.

Tip 2 - Facebook Events - Create an event page to centralise information, updates, and RSVPs.

Tip 3 - Instagram Stories and Reels - For Behind the scenes looks, speaker introductions, and real-time updates.



PAY-PER-CLICK (PPC) ADVERTISING

GOOGLE ADS

PPC advertising involves placing ads on digital platforms where you pay a fee each time someone clicks on your ad. It is a highly effective way to drive traffic to your event page, increase registrations, and build awareness.

KEY METRICS

Click-Through Rate (CTR): The percentage of viewers who click on your ad after seeing it. Indicates the relevance and appeal of your ad.

Cost Per Click (CPC): The average cost you pay for each click on your ads. Reflects the competitiveness of your chosen keywords.

Conversion Rate and Cost Per Conversion: The percentage of clicks that result in the desired action, like event sign-ups, and the resulting cost per success. Measures the effectiveness of your ad in achieving its goal.

AVERAGE METRICS

CTR: About 3.17% for the search network.

CPC: Approximately £0.50 - £1.00 across all industries on the search network.

Conversion Rate: Around 3.75% for the search network.

Cost per conversion: £8-10 per conversion is generally a strong result, although this can vary significantly based on budget and targeting.



WHAT GOOD LOOKS LIKE



High CTRs indicate that your ad is relevant and engaging to your target audience.

Lower CPCs suggest efficient use of budget and well-chosen keywords.

High Conversion Rates mean your ads are effectively driving desired actions.

SIGNS YOU NEED TO IMPROVE



Low CTRs may suggest your ad copy or targeting needs refinement.

High CPCs could indicate a need for better keyword optimisation.

Low Conversion Rates suggest the landing page or ad offer could be more compelling.

KEYWORD RESEARCH



Use tools like **Google Keyword Planner** to find high-intent keywords.

Ad Extensions: Utilise ad extensions to provide additional information (like location or callouts).

Landing Page Optimisation: Ensure the landing page is relevant, fast-loading, concise, and has a clear call-to-action (CTA).

LINKEDIN ADS



A platform for B2B advertising with precise targeting options based on job titles and industries.

KEY METRICS

Engagement Rate: For content-focused ads, a good rate is considered to be above 1%.

Reach and Frequency: Reflects the breadth of your ad's visibility and how often it's seen.

Return on Ad Spend (ROAS): Aiming for a ROAS of 4:1 or higher is generally successful.

AVERAGE METRICS

CTR: Around 0.44% for most campaigns.

CPC: Approx. between £0.80 to £2.50

Conversion Rate: Depends on the campaign but is generally higher for direct response campaigns like Lead Gen Forms.

TIPS

Tip 1 - Detailed Targeting - Use LinkedIn's detailed targeting options to reach specific professional groups.

Tip 2 - Content Offers - Use sponsored content to promote valuable resources directly to your target audience.

Tip 3 - Test and Learn - Experiment with different ad formats to discover the most effective approach



WHAT GOOD LOOKS LIKE

CTR above 0.44% suggests your ads are capturing attention on LinkedIn.

CPC within or below the average range indicates efficient targeting and budget use.

High Conversion Rates show your LinkedIn ads are effectively turning interest into action.

SIGNS YOU NEED TO IMPROVE



Low CTRs indicate your ad creative or targeting may not be resonating with your audience.

High CPCs suggest a review of your bidding strategy or audience targeting is needed.

Low Conversion Rates imply the need for more compelling offers or improved landing pages.

By closely monitoring these metrics and optimizing your strategies accordingly, you can significantly enhance the effectiveness of your PPC campaigns, driving higher engagement and registrations for your events.

EXHIBITORS/SPONSORS



Using exhibitors and sponsors in your event marketing strategy can amplify your event's reach and credibility. These partnerships can offer mutual benefits, driving attendance and engagement while providing value to your sponsors and exhibitors.

KEY METRICS TO MONITOR

Lead Generation: Tracks potential customers or contacts gained by exhibitors and sponsors, reflecting the value of their investment.

Engagement Rate with Sponsored Content: Assesses attendee interaction with sponsored content or activities, measuring digital and physical engagement levels.

Sponsor Satisfaction Score: Gauged through post-event surveys to evaluate how satisfied sponsors and exhibitors are with their participation, guiding future partnership strategies.

OPTIMISATION TIPS

Tip 1 - Highlight Sponsors and Exhibitors - Utilise content to showcase sponsors and exhibitors, including social media spotlight posts and mentions during the event.

Tip 2 - Co-Branded Content - Collaborate on content that adds value to the audience while highlighting sponsors' expertise.

Tip 3 - Leverage Sponsors' Networks - Encourage promotion through their channels, providing necessary materials for wider event visibility.

Tip 4 - Exclusive Opportunities - Offer special sessions or networking chances for direct interaction between attendees, sponsors, and exhibitors.

SUMMARY



In addition to the core channels discussed, explore other avenues to ensure a well-rounded event marketing strategy.

Content marketing and collaborations are key areas that should not be overlooked. Content Marketing goes beyond simple promotional tactics to engage your potential attendees with valuable, informative content related to your event's theme. This can include blog posts highlighting key speakers or topics, behind-the-scenes videos showcasing the planning process, or infographics providing industry insights.

Collaborations involve partnering with industry leaders, thought leaders, or social media influencers who can lend their credibility and reach to your event. Influencers can share their anticipation for the event, their experiences during the event, or their key takeaways.

Both content marketing and collaborations can significantly amplify your event's visibility and appeal, creating a sense of community and anticipation that drives registrations and engagement.

Understanding the fundamentals of each marketing channel and what metrics to monitor is the first step in navigating the complex terrain of event marketing. Understanding and using right mix of channels and strategies is the key to success.

If you need further guidance or help improving your campaign, the expert marketing team at TEMBO IMPACT is ready and equipped to lend their expertise, helping your event reach and exceed its potential.

ABOUT TEMBO IMPACT

We are an award-winning specialist marketing agency. We have a team of marketers with experience in all aspects of event marketing. We plug into your existing team to add impactful marketing wherever it's most needed.



EVENT EXPERTS

Full range of event marketing expertise

DAILY SUPPORT

Even when booked for a fixed amount of days

LAST-MINUTE HELP

Flexible & available on short-notice

ANY ASPECT OF THE CAMPAIGN

One element or all channels

AT ANY STAGE

Scalable at any stage. Strategy & planning, fulfilment & delivery, analytics & insight

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