

# HOW EVENT MARKETERS CAN ACE MARKETING AT B2B EVENTS

The Millennial Event Marketing Handbook

## WHO IS A MILLENNIAL EVENT MARKETER?

The millennial generation defines people born between 1977 and 2000, forming about 25% of the entire US population and 21% of consumer discretionary purchases, which is estimated to be over a trillion dollars in direct buying power and a huge influence on older generations. So why is this segment important and what does it mean for brands? This generation forms an important part of both the buyer and seller segments and therefore, the transaction processes between brands and customers gets changed.

In this ebook, we explore the two important processes:

- How should brands optimize their product marketing to cater to millennial customers
- How should millennial event marketers manage marketing at B2B events in a way different from traditional marketers

## How should brands optimize their product marketing to cater to millennial buyer personas



### Display brand utility

The millennial generation is more value and utility oriented as compared to previous generation among which brands held a very strong emotional appeal. Perhaps, this is one of the reasons why companies with a strong product and minimal branding effort can run strong. In a competitive product market, customer stickiness is more important than customer acquisition. Therefore, marketing should be more product value specific and should be able to justify the spends.



### Build authentic and honest content

Today's consumers are more aware than ever before. In an information democracy, honest and an authentic content is absolute need. Brands must be willing to give away free authentic content that circulates organically and establishes your thought leadership. Millennials today connect with brands they can respect for domain authority. Thus, it is imperative that your marketing is heavily based on authentic data and research.



### Invest in a strong online community

Millennials should be engaged on social media in a meaningful, non-intrusive way. Marketing and growth hacking are no longer isolated functions. While targeting explosive growth, brands should also focus on investing in a strong online community that can become the voice of the product.



## Imbibe design aesthetics into marketing

Neat products, clean UI, smooth UX is in vogue these days. Millennials belong to the generation of smart, intelligent products that are simple and easy to use. Present day design trends are dominated by concepts of hamburger menus, parallax scrolling, flat icons and solid colors. Marketers should incorporate the same aesthetics in their campaigns and content. Collaterals should be less jazzy and the focus should be on product in a simple way that connects with the consumers.



## Shift towards experiential marketing

The crux of marketing lies in building unforgettable experiences. With millennials, this is possible only when you create participative campaigns. The content should be less preachy and more interactive. Create campaigns which they can participate in or can relate their personal experiences with. Millennials are fast at sharing content and marketers should capitalize on this potential for organically growing their follower base.

## How millennial event marketers can ace marketing at B2B events, conferences and trade shows



### Pre-event prep

Events are no more isolated points of interaction in a sales cycle. The conversations with prospects and customers must begin much ahead of the actual day. Event marketers who book meetings few months in advance reportedly gain higher event attendance and confirmation on the invites.



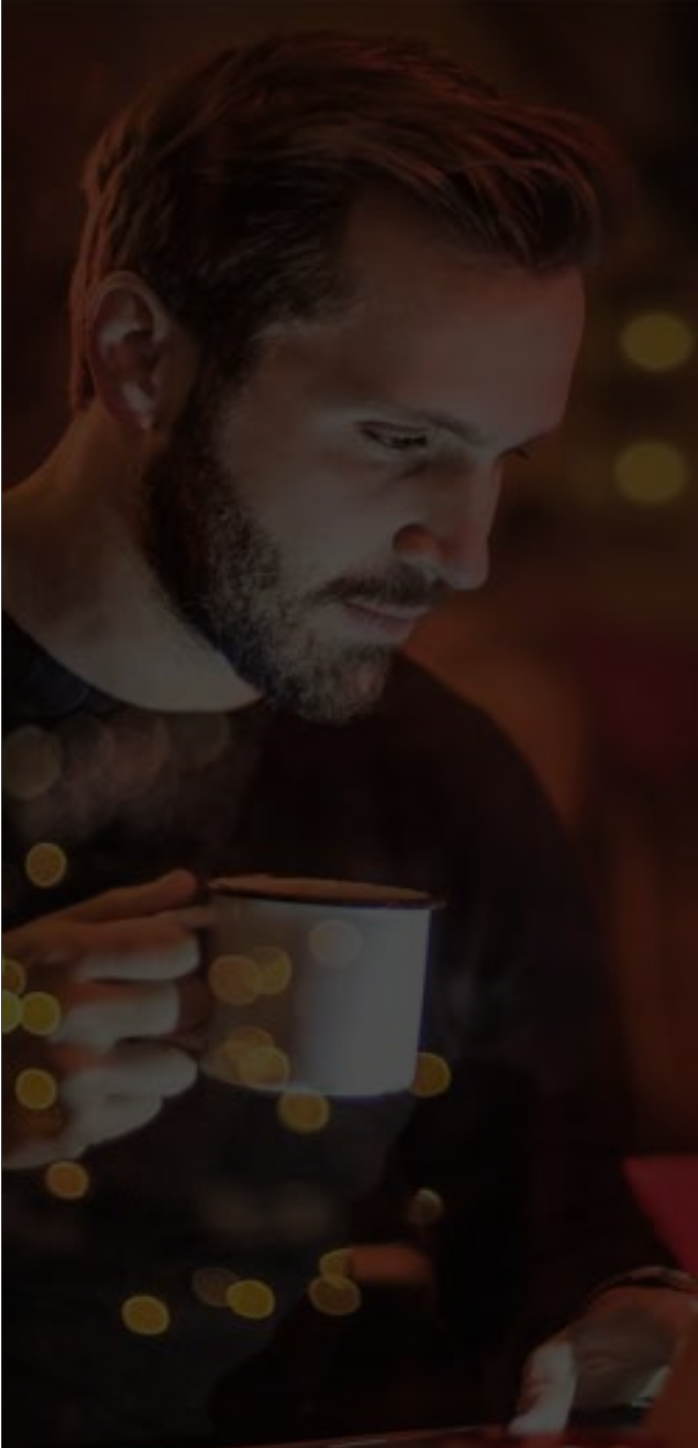
### Optimizing registration and check-in process

Smoothing the registration and check-in process is important in order to deliver a delightful customer experience. When you have senior executives attending the meeting, you can't expect them to stand in long queues and get hassled by rush to check-in. While driving online registrations or on-demand meeting requests at the event, marketers should bank on easy to use widgets that allows them to manage meetings on the go



### Data driven marketing and sales strategy

Marketing at events is expensive. Gone are the days when marketing used to be a good to have function. With the advent of digital, event marketing can now be quantified and measured. Marketers can integrate meetings data with other relevant account information on their CRMs to evaluate the impact of their event activities. This data can be quite useful in optimizing event budgets for higher ROI in the future.



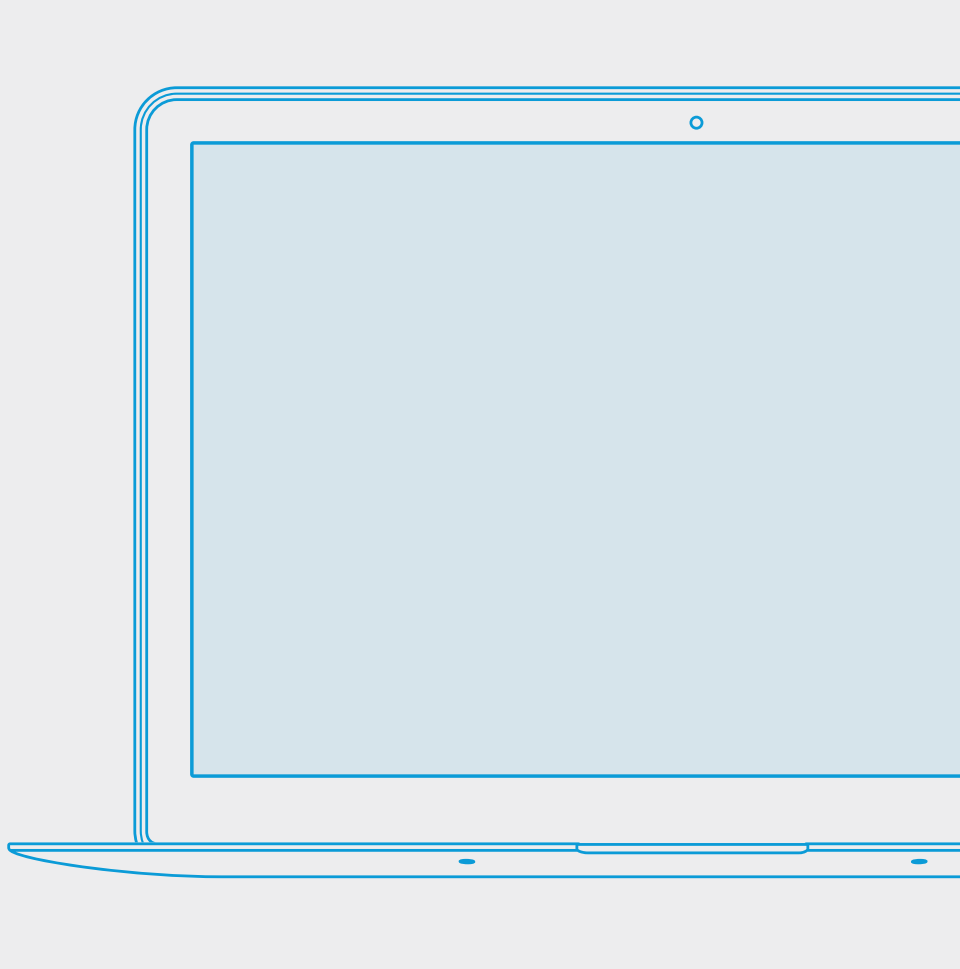
## Zeroing in on the right people & resource utilization

All event marketers will know how crucial it is to make more sales meetings happen at an event. It not just about the number of meetings. Scheduling them with the right people is equally important. The otherwise long B2B sales cycles can be reduced by matching the right subject matter experts to the prospects' needs. Get decision makers/senior leadership to attend the meetings in order to close deals faster. Smart event technologies can enable marketers to analyse these interactions and optimize their resource utilization accordingly.



## Optimizing social engagement

Social networks have become a key communication platform for event organizers and attendees alike. Your customers and prospects are most likely to be sharing content on the upcoming events with their networks. In a Social Commerce study conducted by Eventbrite, it was found that every time someone shared an event, it drove an average of 16 visits back to the original event page, and generated approximately £2.41 in incremental revenue for the event organiser. Twitter, LinkedIn, Facebook and recently Instagram are the places where event goes like to engage frequently. Therefore, event marketers should definitely have a solid social media strategy that can help them generate higher Event ROI.



## Take The First Step.

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