



Reunited And It Feels So Good

5 Ways To Apply ABM To Event Marketing

HANNAH GREGG | 06/02/2022 | 2 MIN READ

Live events are back! And with them, the potential to foster more leads, optimize digital efforts, and accelerate pipeline. But all promotional strategies are not created equal, and in a world of email filters, commercial skippers, and ad blockers, getting eyeballs — and sign-ups — isn't easy.

Here are five foolproof tactics to drive attendance, conversions, and ROI:

1. Start strong with an omnichannel approach

B2B marketers know building relationships begin well before the invites go around. Start with identifying prospects and hit them with relevant collateral on all fronts. Don't forget to reach out to existing customers!

2. Go postal with direct mail

For the same reason couples post multiple wedding updates, a compelling mailpiece offers a versatile, tactile way to invite — and gently nudge — guests without ending up in spam folders. Whether it's an eye-popping postcard, a practical knick-knack, or even a good ole refrigerator magnet, physical correspondence allows targets to interact with your invitation differently and frequently.

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3. Get up close and personal

Personalization has long been a cornerstone of account-based marketing campaigns simply because people are people and like to be treated as such. And you don't have to break the bank — cost-conscious organizers use a wide range of tools to generate significant results with a small budget.

Related: [Top into the Dark Funnel with Direct Mail](#)

4. Don't forget your data!

You only get to make a first impression once, and tailoring a registration site is excellent for harvesting intent data. I don't need to tell you the benefits of sales intelligence, so here are a few applications to try:

- Pinpointing regional influencers, advocates, and decision-makers
- Surveying recipients to help you schedule
- Introducing new content as the event approaches

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5. Show a little appreciation

Engagement shouldn't end at curtain call, and a fresh list means you'll be working with the most up-to-date contact information. Almost 75% of attendees have a more positive opinion about the promoted brand or service.¹ With a clear



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