

EVENT RETARGETING CAMPAIGNS BLUEPRINT



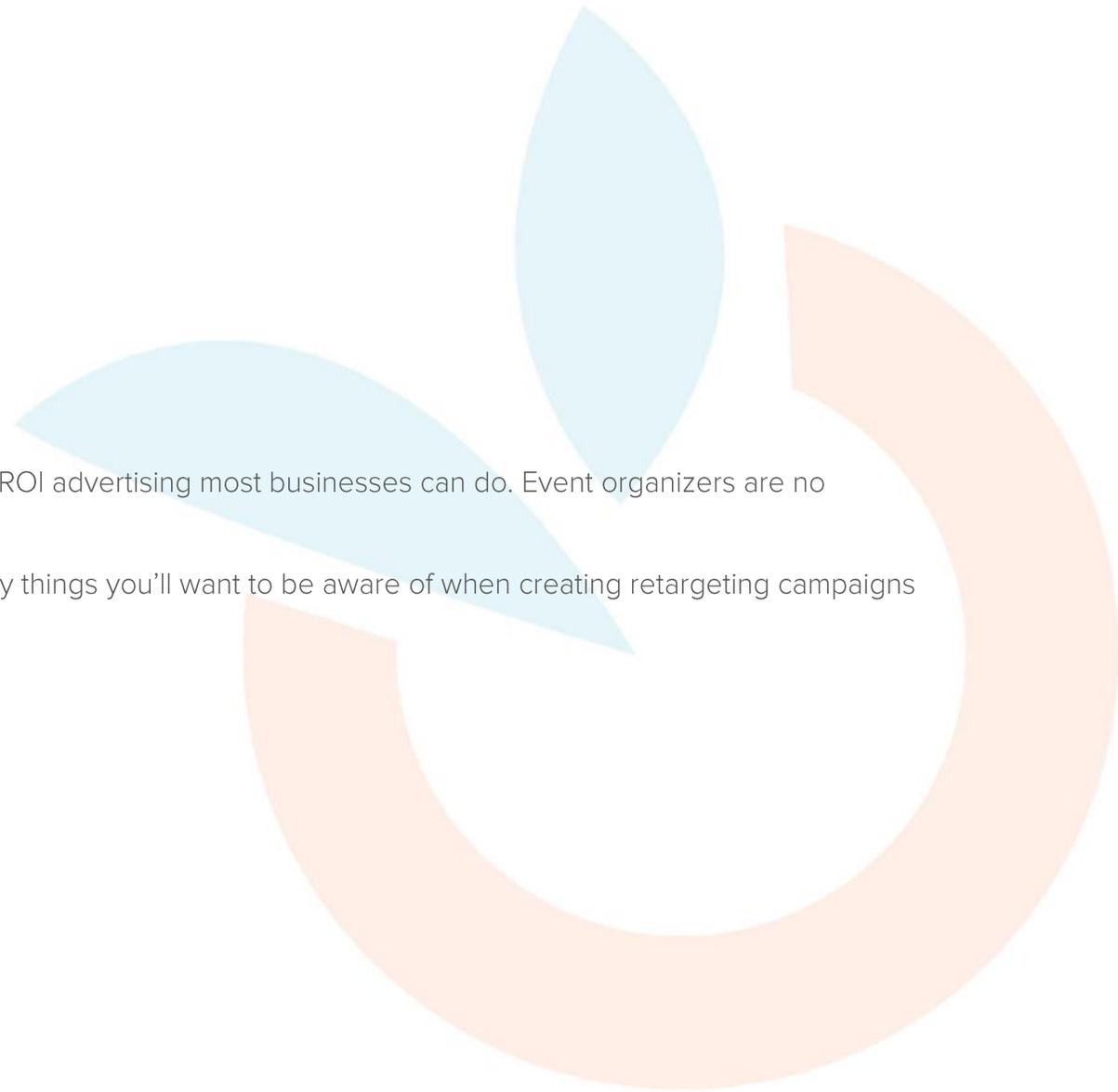


INTRODUCTION

Using retargeting is, without a doubt, the highest ROI advertising most businesses can do. Event organizers are no different.

In this blueprint, I'll share with you some of the key things you'll want to be aware of when creating retargeting campaigns for your event.

Sharon Hayes

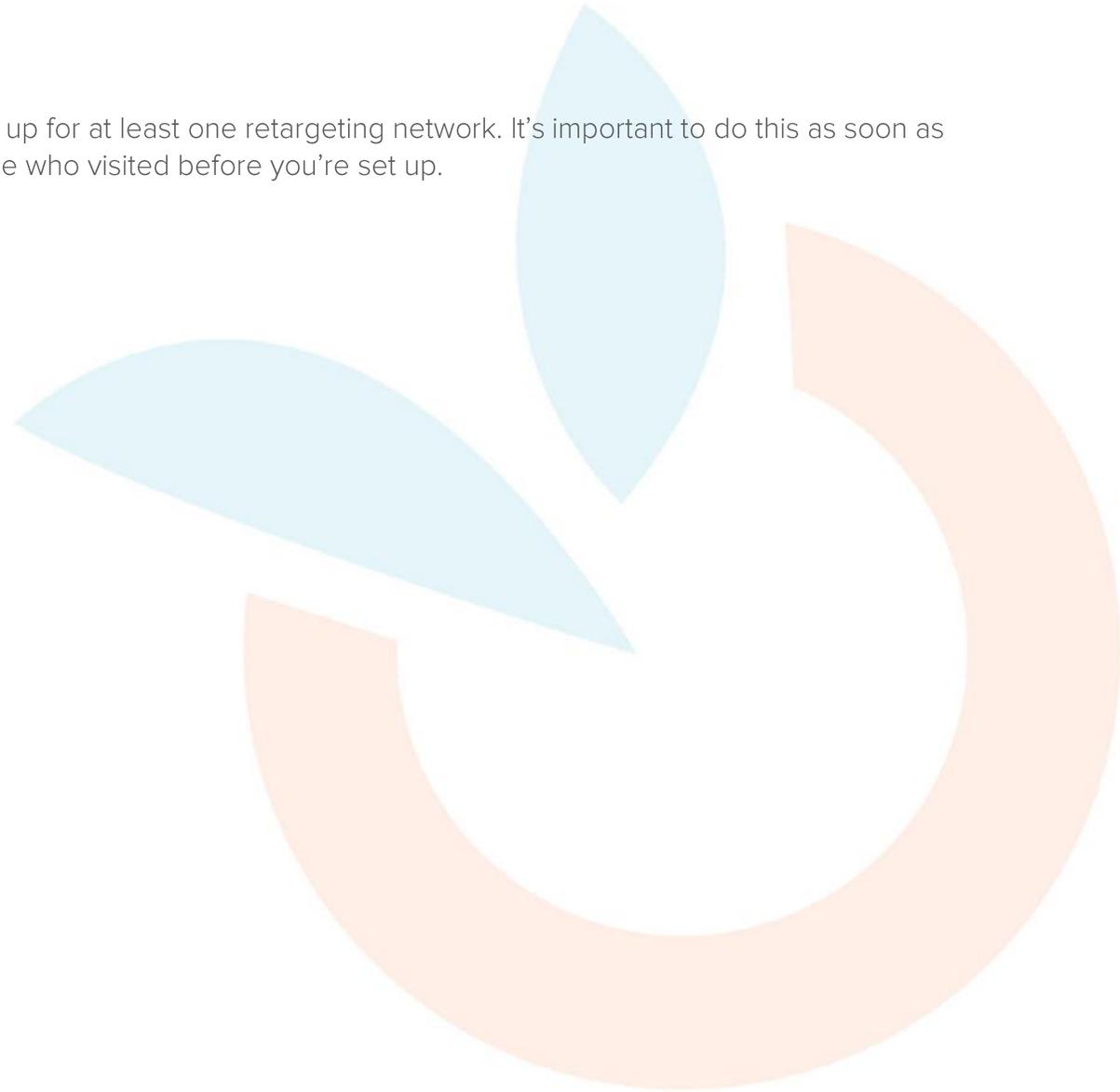


STEP 1: SIGN UP FOR ONE OR MORE RETARGETING NETWORKS

In order to run retargeting ads, you'll need to sign up for at least one retargeting network. It's important to do this as soon as possible since you can't retroactively target people who visited before you're set up.

Here are some ideas:

- Facebook
- AdWords
- AdRoll
- PerfectAudience
- Feathr



STEP 2: SET UP RETARGETING PIXEL

A retargeting pixel is a Javascript code snippet you add onto pages on your site that installs a cookie on each visitor's computer such that if they then visit sites on that retargeting network, you can have ads shown to them specifically.

Each retargeting network works a bit differently so take some time to read the instructions on how to properly configure the retargeting pixel. You'll want to make sure that you are tracking all pages on your event website, especially those who have taken action of some kind.

STEP 3: SEGMENT YOUR AUDIENCE

People who will visit your event website will be interested in different things. Some may be interested in attending the live event, some the livestream, yet others in exhibiting, sponsorship opportunities or even speaking. Given their diverse interests, why would you want to retarget them with the same message?

You'll want to make sure to segment your audience based on the pages they visit at your event website and the actions they take. This is basically done like grouping people into buckets of similar interests.

How this is done exactly will vary depending on the retargeting network you use.

STEP 4: USE ADS TARGETED TO EACH SEGMENT

Consider how you can target each segment to grab their attention.

AUDIENCE SEGMENT	RETARGETING TACTIC
Attendees	Join your Facebook group? Upgrade to VIP option? Bring a friend for less Qualifying Registrations Reminders for Free Local Events
Interested Attendees	Discount on ticket Discount for first-time buyers Buy one, get one free Venue spotlight Speakers
Interested Sponsors/Exhibitors	Attendee stats ROI Testimonials

STEP 5: TEST PROMOTIONS

You'll want to try out 2-3 different promotions for interested attendees and exhibitors. See which performs best and check with different demographics how they perform.

STEP 6: TEST DAYS OF WEEK AND TIMES OF DAY

You may find that performance varies depending on the day of the week your ads run and time of day. Most retargeting platforms allow you to only run ads during specific timeframes.

