

# Event Targeting



MAKE THE MOST OF KEY ASSOCIATION TRADE SHOWS BY ENGAGING QUALIFIED EVENT-GOERS AT EVERY STAGE OF THEIR EVENT JOURNEY THROUGH A STRATEGIC EVENT TARGETING CAMPAIGN.

Event Targeting is a powerful tool to maximize your brand presence and engagement through association trade shows and key industry events. With event targeting, optimize your presence by tailoring your marketing message before, during and after an event to engage with your audience at every point of the event cycle. Whether you have a physical booth at the show or are showcasing virtually, a strategic event targeting campaign will allow you to make a lasting impact with event-goers.

## PRE-SHOW ..... DURING-SHOW ..... POST-SHOW

**STRATEGY** – Build anticipation by engaging users who haven't signed up yet or already confirmed attendees of the event. Campaign messaging should be focused on promoting your booth or event at an event, and encourage attendee registration.

### TACTICS

**Site Retargeting:** Capture the association's main website audience 30 days prior to an event.

### Attendee Confirmation Pixel:

Add a site retargeting pixel to the association's event registration confirmation page, allowing you to target event attendees leading up to the show.

### Addressable Geo-Fencing:

Use an address list of confirmed attendees to target before the event (must be provided by the association).

**STRATEGY** – Maximize your company's presence with physical attendees by delivering your marketing message to user within the event venue. Tailor your message by encouraging attendees to visit your booth on the show floor or to visit your website to learn about the value of your product and service offerings in relation to the event's focus.

### TACTICS

**Geo-fencing:** A geo-fence can be drawn around a hotel, conference center or wherever an event is held to deliver ads to devices captured within the event's location, during the live event. Ads should have specific show-related message to engage with attendees in real-time.

**STRATEGY** – Follow up with both physical and virtual attendees immediately after the event has ended to build on the momentum of show activity with a clear and relevant call to action for your brand.

### TACTICS

**Event Geo-Fencing:** Similar to during show, an event-based geo-fence captures attendees of the event and creates an audience to continue delivering ads to the users who attended the show up to 30 days after the event ends.

### Attendee Confirmation Pixel:

Use the association site retargeting audience made for the pre-show targeting of the event registration confirmation page, to retarget attendees that may not have been captured in the event geo-fence.

### Site Retargeting:

Use the site retargeting tactic from the association's website to also get in front of any users who are interested in reviewing the key highlights of the event.