

Marketing Timeline—Virtual Events



Define Your Goals

- Newsletter signups
- Consumer data
- Attendance
- Book sales

2-4

weeks out

Strategic Messaging

- MailChimp outreach
- Facebook Pixel
- Social media posts

1

week out

Determine CTAs

- Onscreen CTA created using [URL builder](#)
- Setup registration questions
- Setup polling

2-3

days out

All About Attendees

- Reminder emails or social posts sent
- Interact with attendees in chat
- After event ends, download analytics

Day

of event

Event Follow Up

- Email non-live attendees to view replay
- Add opt-in emails to MailChimp list(s)
- Review Google Analytics
- Repurpose the event video for social

1-5

days post

Event Purpose

How will you determine if your event was successful?

What metrics are you looking to meet?

Event Rehearsals

Marketing, Publicity, and your onscreen panel should all be in sync on the attendee experience.

Continued Outreach

More than 25% of views are after the event has ended.

Plan your follow up messaging.