

# Real Time Marketing Guide

# Introduction

Size is no longer the decisive advantage in the emerging real-time business environment where the mass media has stopped dictating public discourse and when digital media has become embedded into our everyday lives. In the new post-digital marketing landscape, speed and agility win. In a post-digital world, where media has become fully digitized, everyone is a publisher and every brand a media company competing for audience mindshare.

Your prospects and customers are now drowning in a sea of irrelevant content by your competitors. Previously, 5 exabytes (that's 18 zeros!) of content were created each day and over 27 million pieces of content were shared each day. Content thought leaders and data analysts are now predicting that content volume will increase 600% in the near future. We're in the era social media expert Mark Schaefer has called **"content shock"** or **"The emerging marketing epoch defined when exponentially increasing volumes of content intersect our limited human capacity to consume it."**

**27 million**  
pieces of content  
shared each day

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**600%+**  
increase in daily  
content sharing



# Marketing In a Post-Digital World

What does this mean for you? Your buyer has become increasingly conditioned to ignore not just online advertising, but content all together. The desensitization to marketing messages has produced “content fatigue” in buyers, which means marketers will struggle to get their messages and content noticed, amplified, and/or engaged with. All of the mainstay digital tactics are no longer working. Indeed, the days are long since gone when you could plan your digital marketing campaigns in advance and release them on your schedule. In this new post-digital world, your marketing team needs to be ready for every opportunity and the first to act on it. To market successfully in this new post-digital paradigm, you need to go beyond proactive marketing and embrace preemptive strategies and tactics. You need a new toolkit. You need real-time marketing.



## NEW TOOLKIT



High Quality **Content**



Real-time **Approach**



Relevant & Timely **Offers**



**Measure & Optimize**

# What Is Real-Time Marketing?

So what is real-time marketing? Against this backdrop, marketers have sought to develop new methodologies for marketing problems wrought by increased digitization, such as banner blindness and content fatigue.

In other words, what differentiates real-time marketing from other event-triggered marketing activities is the unique ability to not only be there with the right offer when it matters most, but to provide highly relevant, contextual content. Deloitte recently reported that Americans check their mobile phones 8 billion times a day and another newly released study claims the average mobile user checks their phone 85 times a day. In this sense, contextual content came about as a way of theorizing how marketers might start to take advantage of these mobile moments, where brands win and lose customer loyalty in a matter of 60 seconds or less when task-oriented mobile consumers are trying to get something done.

## Definition

Because real-time marketing seeks to take advantage of dynamic decision-making happening in seconds — moments — where brand loyalty is increasingly being won or lost, real-time marketing may be defined as marketing performed “just-in-time” to deliver an optimal marketing offer or approach to a target audience at a particular time and place.

By implementing real-time marketing, your business won't just be able to seize an opportunity. Rather, you'll be able to predict the opportunity so you can be the first to act on it. Accordingly, real-time marketing is about being able to win those customer moments. It's about being able to anticipate your customer's needs so you can always be there at the right moment and the right time to deliver content that matters.

# 85x

per day people  
check **mobile  
phones**

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Real Time  
Marketing =  
**Win Every  
Moment**



# Why Events Matter Now More than Ever

In an increasingly post-digital marketing landscape, one marketing tactic has begun to increase in effectiveness the more marketing has become digitized — in-person events. Why have events become so effective? Without the physical pressure of the real world bearing down on our marketing engagement, digital marketers stopped being “human” until eventually we stopped being relevant. As we began to treat our prospects and customers like numbers, not real people with problems, we started to forget that we got into business to bring a solution to market to help real people. By referring to those in our databases as “contacts” or “names” instead of people, our engagement became transactional. Without face-to-face interaction, we lost the ability to read our customer’s body language and began an even more difficult game of trying to read the tea leaves of “digital body language.” We lost, in other words, the ability to connect with our customers in a deep or meaningful way.

The more our emails remained unopened, the more we increased email frequency, going through the motions of audience engagement without actually caring enough about our audience to stop wasting their time with irrelevant spam we called “content.” Adding insult to injury, instead of

having a real conversation, digital marketers cyber-stalked their customers around the internet with intrusive pop-ups and interstitial ads and forced them to go through elaborate gates without ever taking the time to build their trust. Engagement rates began to plummet. Mainstay tactics like email marketing began to fail. Companies began spending more and more money not just to acquire customers, but to keep them.

So yes, while there is a clear shift back to offline experiences in a post-digital world, it’s actually about more than getting back in touch with the real world. In-person events bring all of the attendant benefits of both the online and real world. In fact, they are quintessential post-digital agents — ambassadors bridging what we once thought were two antithetical worlds by coupling the fierce precision of digitality with a healthy dose of post-digital humanity.

**The key to the success of in-person events in this new marketing paradigm is the fact that they provide a near seamless integration between our online and offline worlds: “a complete lifestyle, enriched and enabled by technology rather than engulfed by it.”**



**Capture real-time  
buying signals pre, during  
and post events**



**Improve Customer  
Experience**



**Drive Higher  
Revenue**

## 4 Reasons Why Event Automation Will Help Enterprises Win the Battle for the “Moment”

Against this increasingly digitized backdrop, is it any wonder then that in-person events have become the most effective marketing tactic for the last 6 years? Or that Demand Gen Report now ranks in-person events higher than webinars for producing results? While in-person events are effective for organizations of all sizes, they are especially powerful for B2B enterprise marketers. Large enterprises often have difficulty staying in touch with customers over time. Hosted events and conferences offer the opportunity to reaffirm existing relationships, ensure customer success, and better understand the needs of a brand’s customer base through product and event marketing functions.

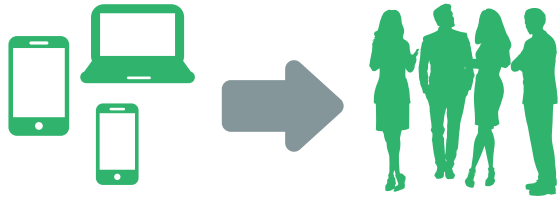
We have advocated previously, that “events are content, but they are so much more—they delimit the final frontier of Big Content.” By creating contextual content, in-person events enable large enterprises to look, feel, and act like a small company—providing personalized experiences and deep engagement for customers that can put a much-needed face to a large company and humanize it.

**Indeed, events allow enterprise brands to embed themselves in their customers’ natural behaviors so they can deliver the kind of contextual content that will help win every moment:**

“  
**95%**  
of executives believe  
face-to-face meetings are  
essential for long-term  
business relationships.”

— *Forbes Insights*





## Events Create Micro-Moments

Event automation depends upon mobile, but mobile is just one of many channels that comprise the post-digital experience of in-person events, which by definition is multi-channel. By leveraging every marketing channel, events thus provide a complete or holistic engagement with your prospects and customers. In fact, events themselves provide the very context that make micro-moments possible.



## Events Collect Micro-Moments

Event Automation helps you gather critical data on micro-moments — event intelligence and buying signals — so that you can gain a “whole” view of your customer and start to anticipate your customers’ needs.



## Events Deliver Just-in-Time Contextual Content:

Because events provide both the context for moments and the means to win in those moments, event automation integrated with marketing automation will help you you deliver contextual content—content that matters to your customer — “just-in-time,” when your prospects and customers are going to be most receptive to your message.



## Events Deliver Brand Promise

Events enable companies to become first-responders during critical “intent-driven” moments where customer loyalty is won or lost. By providing just-in-time, contextual content — such as session recommendations, surveys, meeting requests — Event automation allows you to deliver on your brand promise, exponentially increasing engagement and building life-time loyalty.

# Event Automation Delivers Real-Time Marketing

Event Automation gives you the tools you need to help you be present during the critical intent-driven moments that matter for your prospects and customers, but also to seize those moments with just-in-time contextual content that allows you to deliver on your brand promise when it matters most.

Event Automation is a category of technology that has evolved from traditional event management software. It allows companies to automate, personalize, and measure event and marketing activities, so they can increase marketing leads, sales pipeline and revenue generated from events while also improving operational efficiency.

## Event Automation enables you to:



**Capture and digitize information** about how prospects and customers interact with your brand throughout the entire event lifecycle



**Connect event data to marketing automation systems** for deep insights to fuel integrated marketing campaigns



**Engage your prospects and customers in real-time** with contextual content during critical intent-driven moments to nurture leads and drive revenue



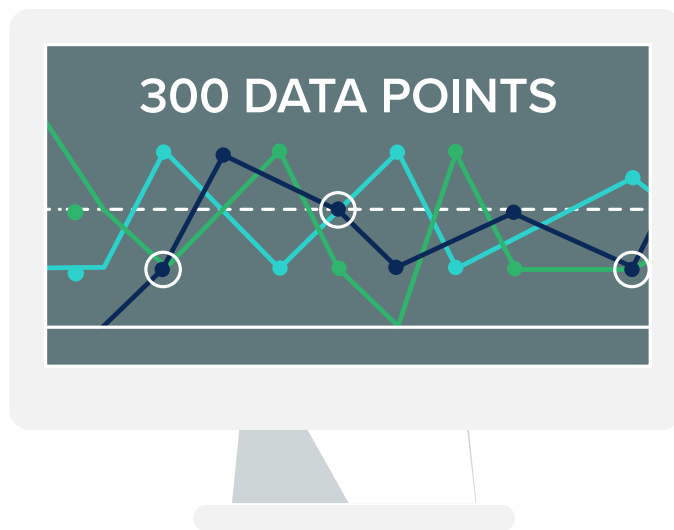
**Measure and understand** the relative impact of events on revenue



# Increase Attendee Engagement with Personalized Event Experiences

Marketers can easily provide white glove treatment to senior executives and preferred customers with Event Automation. You can pose questions to them, such as “what are you hoping to learn by attending this event?” You can guide them to relevant sessions. For example, if the attendee says, “I’m trying to get better with financial forecasting,” your team can say, “I’ve noticed you’re not signed up for our forecasting session.”

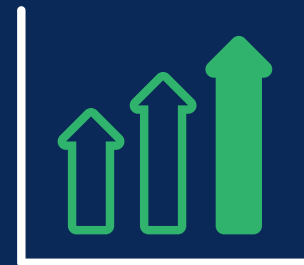
This kind of personalized attention is important for prospects at your events. Attendees expect their event experience to be relevant to their needs, informative, and interactive. Integrating your event and marketing data gives you a central data source to work from. And, it ensures that everything from your event invitations to your event follow-up activities are relevant, personalized to each attendee, and delivered at critical moments when they matter most.



“

*When added to the marketing mix, real-time marketing provides a dramatic lift to purchase intent (14 percent lift), interest (18 percent lift), likelihood to recommend (18 percent lift), and seriously consider (18 percent). ”*

– CMO.com





# 3 Optimal Moments to Leverage Real-Time Marketing at Your Events

Let's see exactly how you can leverage Event Automation to deliver real-time, personalized experiences before, during and after the event.

## Before Your Event

Customize registration and deliver real-time emails before your event even begins. With Event Automation, you can capture attendee insights and interests and then automatically pre-populate registration forms with existing information to provide personalized registration pages for each segment.

Then you can use this opportunity not only to learn more about your attendees interests, but also to trigger an email providing rich, contextual content about the event, effectively guiding your buyer toward a purchase decision. For example, you might capitalize on this moment to recommend sessions to your attendee based upon their interests. These rich attendee insights continue to help you deliver a highly personalized experience at the moment of check-in. If your attendee is a VIP guest, a sales representative will be able to come down and greet them personally, directly after check-in. These features not only create a highly personalized experience for your attendee, but actually helps to transform warm leads into closed opportunities faster. With real-time marketing enabled by Event Automation, you can begin to nurture your lead before the event even begins.

## During Your Event

Capture attendee data and buying signals during the event so you can reach out to your attendees in real-time by suggesting next steps to your buyer or delivering rich content that your prospect needs that moment. You can collect up to 300 buying signals and then use this behavioral data and rich attendee insights to provide the right content, at the right place and right time for your buyer. For example you can collect data about check-in, session attendance, 1-to-1 appointments, surveys, booth visits, badge scans and more and then use that information to trigger a highly personalized email that provides relevant content exactly when your buyer needs it.

Did one of your leads with a high profile score just attend a session on marketing automation? No problem. You can trigger a personalized email asking them if they would like more information on marketing automation and include your latest marketing automation guide. It's a win-win for everyone. Your attendees get information they need exactly when and where they need it, and you get to deliver highly targeted content that will help push your buyer further along their buying cycle.

**300**  
Buying Signals Like

- > Check-in
- > Session Attendance
- > Survey Responses
- > Mobile Engagement
- > Content Preferences

## After Your Event

Although the event is over, with Event Automation you're able to continue to engage your prospect and customer with highly-relevant, contextual content that will help you move your prospect through the sales cycle and close that deal.

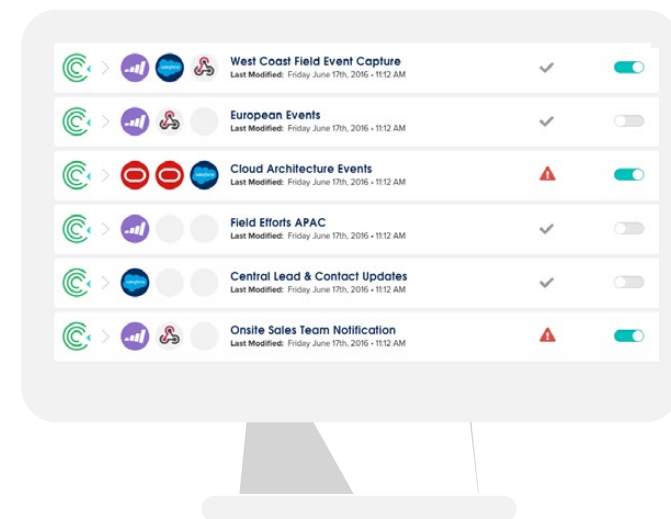
**In fact, Certain is able to send your prospect and attendees a post-event survey. Depending upon the information your attendee provides in the survey, you can send highly targeted emails via marketing automation to help you seize the moment with relevant content.**



## Conclusion

Ultimately, by leveraging the real-time marketing capabilities of Event Automation, in-person events help you deliver more relevant and engaging marketing efforts. In-person events create micro-moments so that you can offer your prospects and customers highly contextual content during critical “intent-driven” moments. You’re able to deliver on your brand promise and secure customer loyalty in the small moments that matter most in the customer lifecycle.

**In short, Event Automation is your go-to platform if you’re an enterprise who wants to win in micro-moments. If you need to increase marketing efficiency and still take advantage of every customer moment, you’ll benefit from using Event Automation for real-time marketing.**





# Learn More



## eBook

Event Intelligence Playbook

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## Infographic

How to Boost Event ROI with Event Management Software

[VIEW INFOGRAPHIC](#)



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