



Enterprise Guide – Part 2

Events as a Strategic Lever in B2B Marketing



Events offer a powerful avenue to generate leads, boost sales, and educate prospects about a company's products and services while fostering valuable connections and cultivating important relationships.

As enterprise companies rely more and more on their customer data, the need for robust data analytics and customer-centric strategies becomes paramount for growth and B2B success.

Marketing teams leverage events as a strategic tool to achieve a wide range of objectives and drive marketing success through brand building, audience engagement, and greater revenue.

In this eBook, we will explore the impact of events on B2B marketing and delve into the strategies that empower enterprises to elevate lead generation, accelerate sales pipeline, and amplify brand recognition.



Why is B2B Event Marketing Important?

Effectively managed events can bolster lead generation, accelerate the sales pipeline, enhance brand visibility, and foster customer loyalty. It's no surprise that B2B marketing events stand as an important strategy, not only to connect and converse but also to catalyze growth and transformation within the business landscape. Let's delve into a few reasons why B2B events are essential to an organization's growth:

› **Lead Generation:** In the realm of B2B marketing, events are a direct channel to connect with a targeted audience. They serve as catalysts for generating high-quality leads and increasing sales, as they position businesses in front of the right people at the right time.

› **Customer Engagement:** Beyond attracting potential clients, these events create a vital avenue for businesses to engage with their current customers. Through these interactions, companies can collect invaluable feedback, gain deeper insights into customer needs, and strengthen existing relationships, thereby enhancing customer loyalty and retention.

› **Brand Awareness:** Participation in or hosting of events can elevate a business's status within the industry. By sharing insights, expertise, and innovative solutions, companies can position themselves as thought leaders, solidifying their reputation and increasing brand visibility.

› **Education:** B2B events offer a valuable opportunity to impart knowledge. Whether it's educating the audience on the intricacies of products or services, discussing industry advancements, or sharing best practices, events serve as vital hubs for knowledge exchange.

› **Networking:** B2B events provide an exceptional platform for businesses to forge connections with potential clients, nurture partnerships, and engage with industry frontrunners. These gatherings are where meaningful relationships are born, creating opportunities that can drive growth and innovation.



Networking and relationship building are key drivers of B2B event success.



The Art of Engagement and Networking

B2B audience engagement is about fostering trust, providing value, and nurturing long-lasting relationships that can drive business growth and success. It's important to understand that connecting with B2B audiences requires a delicate balance of strategy, creativity, and data-driven insights. Effective engagement entails more than just attracting attention; it means forging meaningful connections with decision-makers, stakeholders, and industry professionals.

This art form involves tailoring content and messaging to resonate with the specific needs and pain points of the target audience, whether through thought leadership pieces, webinars, whitepapers, or interactive social media campaigns. Here are three main considerations for successful B2B event:

> **Captivating Your Audience:** Engagement is the cornerstone of a successful B2B event. Discover strategies for keeping your attendees engaged, from interactive sessions to gamification.

> **Building a Strong Brand Presence:** Your event is an opportunity to showcase your brand. We'll guide you on how to build and maintain a strong brand presence throughout the event.

> **Interactive Workshops and Sessions:** Interactive workshops and sessions can elevate the attendee experience. Learn how to design and implement engaging activities that foster learning and networking.

Networking and relationship building are key drivers of B2B event success. Understand the significance of building relationships within your industry and how it can benefit your business. Events are proven strategies for networking, including creating meaningful connections, nurturing partnerships, and expanding your professional network. Additionally, the relationships established at your event shouldn't end when it does. Learn how to nurture and maintain those connections post-event, ultimately translating them into tangible business outcomes.

Comparing Event Types: Finding the Perfect Fit for Your Business

Marketing events are a powerful tool, however, with so many event types available, choosing the right one can be a challenge. To help you choose the best fit for your business, we've compared different event types.

1. Conferences

Conferences are large-scale events that bring together industry experts, thought leaders, and professionals. They are ideal for networking, knowledge sharing, and showcasing thought leadership. Conferences often span several days and offer diverse content through keynote speeches, breakout sessions, and panel discussions. According to Certain, 94% of conferences hosted in the first half of 2023 were in-person, up from 86% in 2022 and a mere 25% in 2021.

2. Trade Shows and Expos

Trade shows and expos are all about showcasing your products and services to a targeted audience. These events attract potential customers, distributors, and industry peers. They offer an opportunity to generate leads, make direct sales, and gain insights into market trends. Trade shows are particularly suitable for B2B companies looking to demonstrate their products and network with potential clients.

3. Seminars and Workshops

Seminars and workshops are smaller, more focused events designed for in-depth learning and engagement. These events allow you to educate your audience, offer hands-on training, and address specific pain points or challenges. Seminars and workshops are excellent for positioning your business as an expert in your niche and nurturing relationships with a select group of attendees.



Comparing Event Types: Finding the Perfect Fit for Your Business (continued)

4. Webinars

Webinars are online events that provide a cost-effective way to reach a broad audience. They are perfect for educational content, product demonstrations, and lead generation. Webinars can be a valuable addition to your marketing strategy, as they allow you to connect with a geographically diverse audience and provide interactive experiences.

5. Product Launches

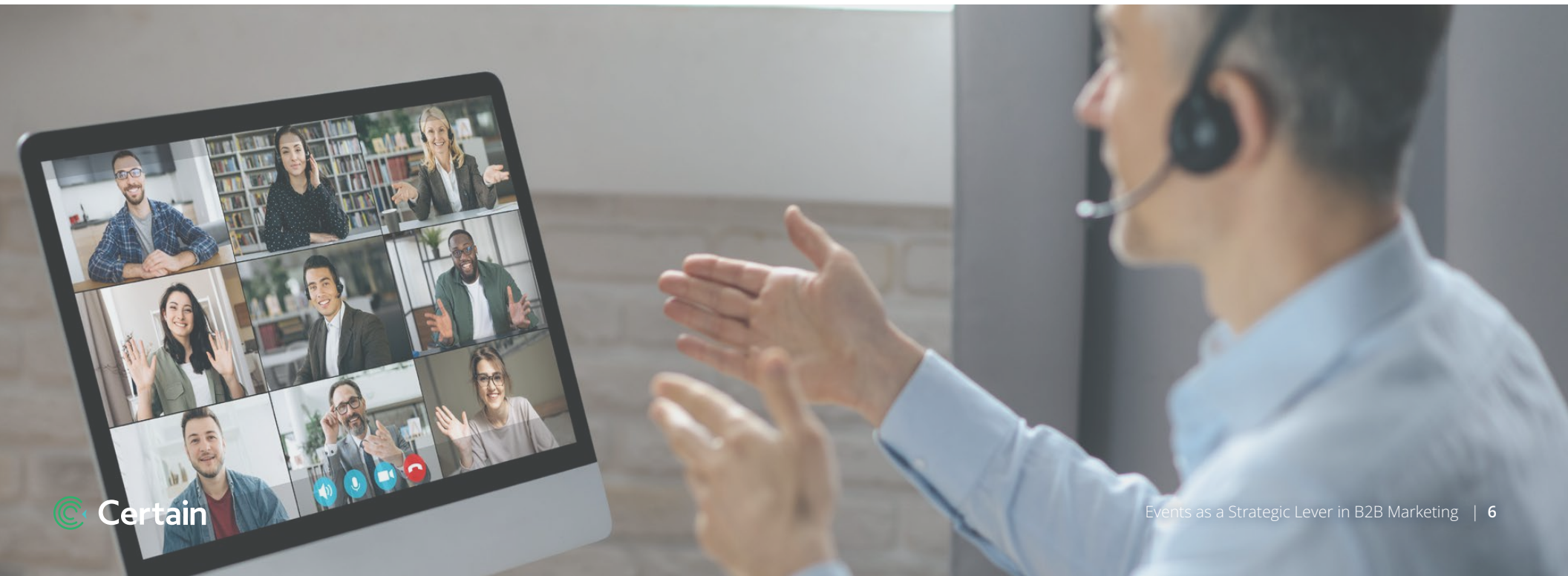
Product launches are designed to create a buzz around a new product or service. These events are ideal for building excitement, driving sales, and obtaining customer feedback. Product launches can range from exclusive, invitation-only affairs to larger, more public events, depending on your target audience and goals.

6. Networking Events

Networking events focus on building relationships within your industry. These gatherings are typically more casual and offer opportunities for one-on-one conversations and connections. While they may not directly lead to sales, networking events can be valuable for cultivating partnerships, collaborations, and referrals.

7. Internal Events

Internal events are gatherings, meetings, or activities organized by a company for its employees, stakeholders, or partners. They play a vital role in fostering a positive work environment, improving communication, and aligning employees with the company's mission and objectives. While they can be hosted virtually, according to Certain, 88% of internal corporate events held in the first half of 2023 were in-person.



Comparing Event Formats: In-Person, Virtual and Hybrid Events

In-person events, with their palpable networking opportunities and heightened engagement, excel at forging personal connections. On the other hand, virtual events break through geographical constraints, offering accessibility to a vast, global audience, all while remaining cost-effective. Hybrid events, the dynamic fusion of both in-person and virtual components, provide flexibility and expanded reach, striking a balance between personal interaction and broad accessibility.

While virtual and hybrid events gained popularity due to the pandemic, in-person events are on the rise.

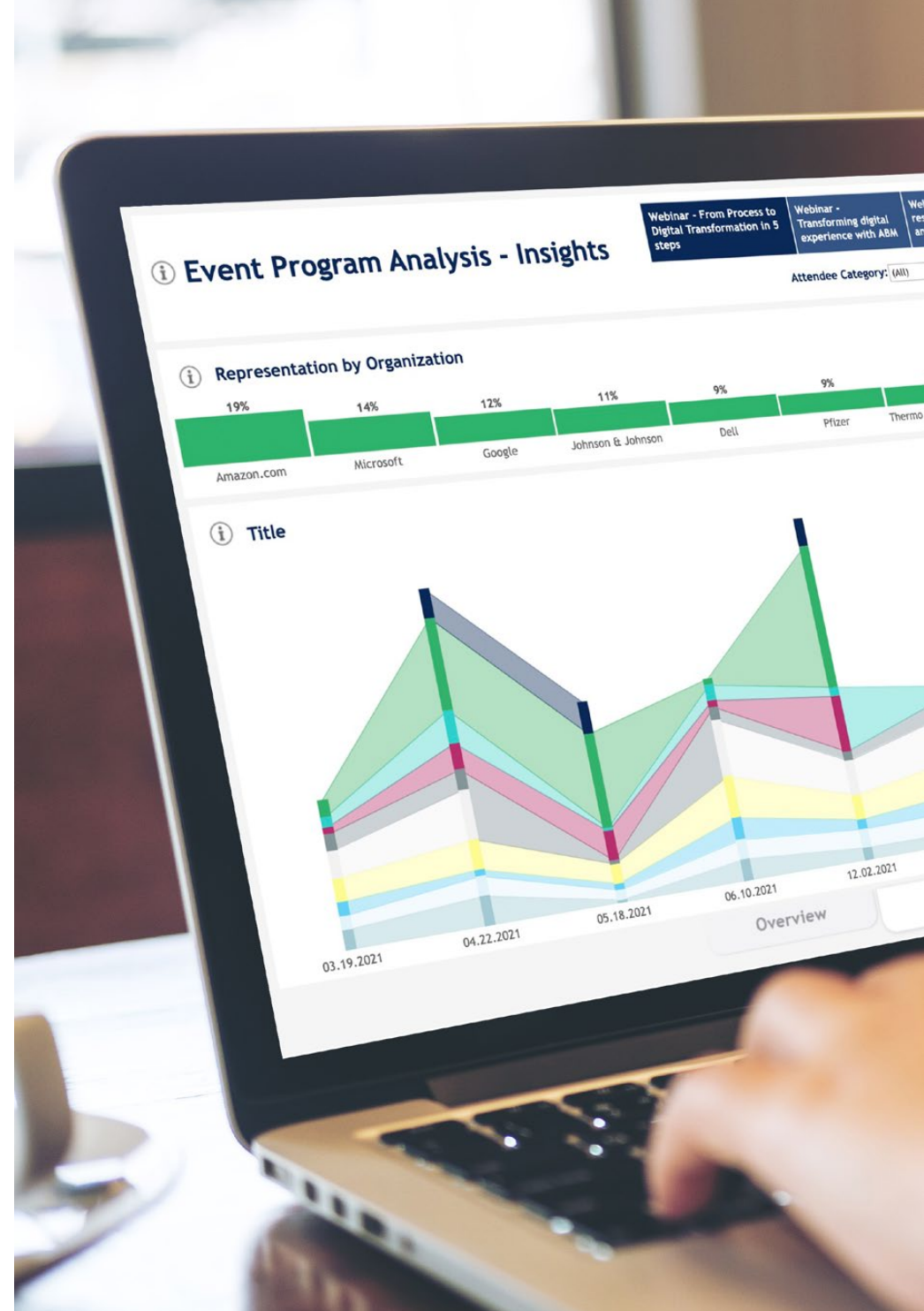
According to a [2023 global survey](#), in-person events are the most popular marketing channel, with 60% of B2B marketers aiming to utilize it this year. The resurgence of in-person events is even more pronounced in the world of enterprise. According to Certain, 83% of corporate events in the first half of 2023 were in-person. Enterprise companies are enthusiastically embracing in-person events once again.

The choice among these formats hinges on your event's unique objectives, target audience, and resources, making it essential to select the format that best aligns with your goals and audience preferences.

60%

of B2B marketers aim to utilize **in-person events** this year.

Source: Statista 2023



84%

of C-suite marketing executives believe that **events have the potential to deliver strong ROI.**

Source: *The Event Marketing Institute*

Powering Success: How Events Can Help Boost B2B Marketing

Nurturing Customer Relationships

According to the Harvard Business Review, **B2B companies that create emotional connections with their customers outperform their competitors by 85% in sales growth.** Events have the potential to foster genuine, lasting relationships – helping them increase customer retention and loyalty.

Capture Lead Intelligence

Navigating the event landscape requires more than just planning and organizing; it's about making every moment count. By seizing every opportunity to connect and gather insights. **Effective lead intelligence is the basis that bridges initial interactions with lasting business relationships.** It's important to highlight data privacy concerns to help you build trust. Consider using tools for lead retrieval and qualification for prompt follow-ups and monitoring lead engagement after that.

Key Metrics to Measure the Success

B2B marketing events are not just an expense, but an investment that generates real returns. **84% of C-suite marketing executives believe that events have the potential to deliver strong ROI,** as reported by the Event Marketing Institute.

The Key Performance Indicators (KPIs) of B2B event marketing depend on your company's overall strategies and specific departmental goal. But here are a few high-level:

- › **Return on Investment (ROI):** Measure the efficiency and profitability of your marketing efforts.
- › **Customer Lifetime Value (CLV):** Evaluate the long-term value of a customer relationship.
- › **Cost Per Lead (CPL):** Assess the cost-effectiveness of your lead generation campaigns.
- › **Lead-to-Conversion Ratio:** Track how many of your leads turn into paying customers.

Keep in mind that the relevance of each metric depends on your specific business goals and context.



Powering Success: How Events Can Help Boost B2B Marketing (continued)

Events as a Strategic Lever

In the world of B2B marketing, events are not optional; they are mission-critical. Whether digital, in-person, or hybrid, events are the strategic advantage you need to stand out, connect, and succeed. Events are a strategic lever that should be firmly embedded in your overarching B2B marketing playbook. It's not just about hosting events; it's about crafting meaningful experiences that drive tangible results. Enterprises have a great opportunity to harness the full potential of events as powerful tools for achieving their objectives.



Are you ready to unlock the full potential of your B2B marketing strategy?

It begins with embracing the strategic imperative of events. Make the event a transformative force for your business. Certain is the leading enterprise event management and intelligence platform that helps marketers create highly effective and engaging events that generate and convert leads with rich buying signals and attendee insights to improve sales and marketing outcomes. To learn more, contact us for a free consultation with one of our event experts.



[Contact us](#) for a free consultation with one of our event experts.

About Certain

Certain provides a complete enterprise event management platform that powers personalized event experiences and enables meaningful connections to accelerate business. Used by the largest corporations, meeting management companies and event producers worldwide, the Certain platform enables event branding and white-labeling, personalization, social and mobile participation, virtual and in-person meetings that engage audiences and maximize event value for all participants. With Certain's proven SaaS-based technology, cross-functional event teams collaborate, streamline processes, and reduce costs to execute flawless events with operational excellence. To maximize the business impact, the Certain platform integrates easily with marketing automation and enterprise systems to deliver rich customer insights as well as event intelligence.



info@certain.com | www.certain.com | 1.888.237.8246

