

The role of virtual events in lead generation.

How marketing
teams can use
virtual events in
their strategy.

tame



Virtual events cater to brand awareness, customer loyalty and business growth. But how, and why, is that the case?

In a world where we are sometimes overwhelmed with content, it can be hard to stand out from the crowd. To get noticed, brands need to get creative to pull their audience in.

One way to combat the saturated market is looking at how to diversify your marketing strategy in a smart way: enter the virtual event. A tool sometimes underestimated, brands can use virtual events to help distinguish themselves in the market and provide real value.

A different type of marketing

Virtual events are distinctive in that they transform your marketing strategy from one that pushes their relevance to customers, to one that pulls them in and makes them want to learn more about your product or service. Better yet, they get to learn about you, from you!

This leaves prospective customers with a memorable, long-lasting impression of your brand and the opportunity for you to provide insightful content to strengthen your brand.



This strategy is what's called **pull marketing**, and it is especially effective in B2B marketing, as it targets consumers who already know what they want with the exact kind of products or services your business can offer them. A business may know what they want, and virtual events help them decide who to buy from (hint, you).

Build stronger business relationships

Virtual events are the perfect stage for pitching products because it sets your product apart and engages with businesses, giving them the chance to get to know your product and your services.



It's also important to note that creating a business relationship is more than just selling a product, it's creating a relationship where both businesses understand each other's function and get the optimal outcome.

Virtual events are great for this because they create a two-way dialogue. By opening the conversation up, virtual events bring networks together to start important discussions that can develop into long-term business relationships.



Virtual events are able to create the dialogue for future business relationships through their focus on engagement that explores not just financial agreements, but the inner workings of a business. This means that potential clients can get to know a business easily and intimately.

Clients can see how a business works at every stage- from meeting the people who put the product, to the distributors making sure everything gets where it needs to be, and the CEO who brings all these pieces together.

Customisation & scalability

Sometimes the consumer isn't ready to buy and that's totally okay. Both small and large virtual events can lead to more personalised conversations that generate long term business relationships.

Saskia Coakley-Black, Brand Strategist at Tame, shares, "by investing in your events to ensure the best experience for your attendees, you're setting yourself up for building better relationships with potential customers whether they be ready to buy at the time of your event or in the future. By creating recognisability with your brand through an engaging, informative virtual event, you set your brand up to be top of mind for people when they are ready to purchase."

This is valuable because **82%** of consumers feel more positive about a brand when they get customised content, and if that content is unique **61%** of customers are more likely to buy a product from that brand.

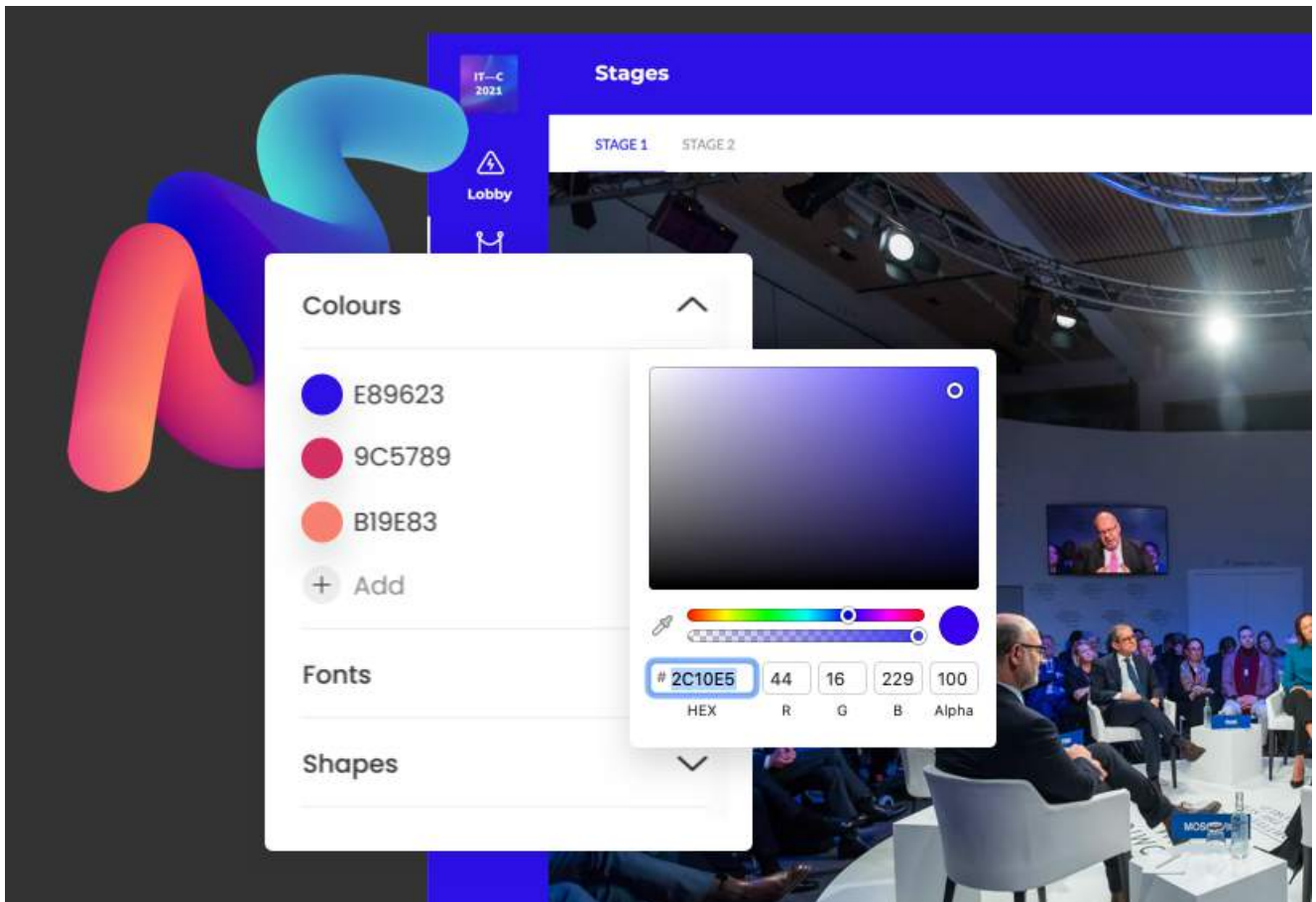
“Put your brand front and centre alongside your event’s engaging content. These resources can serve you and your business long after your event has ended when you utilise all that great content in other forms.”

Saskia Coakley-Black
Brand Strategist at Tame

Virtual events are best when they're hosted on highly customisable platforms, so the look and feel of an event can be the brand's own. Furthermore, because of the scalability of virtual events, unrestricted by geographic limits, they can reach global audiences.



Another bonus to using a virtual event platform to host your events is that these are incredibly flexible and easy to use. This means that you can reuse the same basic structure for your virtual events, but easily change it so it's relevant to whoever you're meeting with.



Post-event value

Content from virtual events can also be utilised for future marketing purposes. One way to do this is to save and record the videos and live streams from an event, as well as using the content you gain from your event in other formats.

Saskia highlights that, "taking the content that comes from your event in other formats is essential in getting the most out of your event. Not only does it share your event's insights further, it also demonstrates your expertise to potential customers and those engaging with your brand.

If you can get content that reaches a relevant audience via your external touchpoints, you get maximum output from your event while strengthening your brand's voice and reach, meaning you can support brand awareness and, potentially, conversion!"



Videos are an especially effective and important part of growing leads for any businesses, so snippets from virtual events can drive further leads. In fact, marketers who use video grow revenue **49%** faster than non-video users.

'On demand' tools, where attendees can access content after the event, allows clients to bookmark, save, download and process content at their own pace. This means they can be more engaged during the event, without worrying about missing out on important information. This grows engagement between the client both short-term during the event, and long-term after the event, boosting customer loyalty.

Post-event information isn't only useful for attendees, it's also incredibly useful for hosts. Virtual events are unique in their ability to generate data driven leads. After an event you can easily access organised data from the event that can then be analysed for site improvement.

Data about engagement, where and how clients and attendees engaged with event content can help you optimise your next virtual event. Surveys and user feedback, organised and quantified gives you the tools to directly improve the product or service you're selling.

In essence, virtual events are an investment in the future of your business. Whether it be building long term business relationships, meeting a large array of potential clients, or getting meaningful feedback for your services - virtual events cater to growth.

For these reasons the virtual event market is already rapidly developing as a marketing strategy. In one survey of marketers, a staggering **99%** of respondents said that webinars represented a critical element of their marketing plan.

Here at Tame, we offer free demos and personalised support so we can walk you through the process of throwing an engaging event that grows your business. Get in touch with the team today to book in your personalised demo.

References

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