

FRAMEWORK TO DRIVE UP EVENT REGISTRATIONS

Based on Analysis of 1,000+ Top-Performing Events



READY, SET, PLAN!
Begin with a clear strategy

Cover the Basics and User Experience:

- Clearly **communicate** event details (when, where, why)
- Include **attendee** and **exhibitor** profiles
- Industry-specific sections (e.g., robust exhibitor section for tradeshows)
- Visually appealing, Responsive **design**
- Intuitive navigation
- Design to funnel **visitors to registration**

Pro Tip: Use templates from industry leaders

01



Build a Professional, High-Conversion Site



02

Optimize Your Registration Page

- **Balance form fields:** Avoid too few (minimal data) or too many (overwhelms users).
- Use LinkedIn-based signup for business events.
- **Strategic pricing:** Early bird offers, discounts, influencer exclusives to create FOMO with limited-time deals.
- **Leverage retargeting:** Install Google Tag & Facebook Pixel.
- Recover abandoned registrations via Email, SMS, WhatsApp, Telecallers.
- Analyze and optimize drop-off points with heat maps.



- **Email Marketing:** Segmented campaigns, personalized content, A/B testing.
- **MS Marketing:** Time-sensitive promos, concise calls-to-action.
- **WhatsApp Marketing:** Use for detailed info and automation with a Business account.
- **Telemarketing:** Target high-value prospects, train for objection handling, explore AI-based telemarketers for future outreach.

03



Harness Outbound Marketing



04

Execute Powerful Advertising Strategies

- **LinkedIn Ads:** Best for B2B, targeted by industry/job role, higher cost.
- **Facebook Ads:** Reach a broad audience and capture registrations directly with lead generation ads.
- **Google Ads:** Mix search/display ads; create a funnel (awareness to conversion).
- **Retargeting:** Re-engage with retargeting, use email lists for custom audiences.
- **Competitor Targeting:** (Use with caution) Reach competitor event attendees.

a) **Implement Social Sharing:**

- Leverage tools like Snoball or Sarcon's viralizer to drive social media sharing of event attendance.

b) **Incentivize Referrals:**

- Offer discounts or perks for referrals.
- Consider a tiered reward system.

05



Create Viral Loops



06

Leverage Industry Influencers

a) **Identify Influencers:**

- **Thought Leaders:** Large following, niche experts.
- **Macro/Micro Influencers:** highly engaged niche audience.

b) **Create Partnerships:**

- **Exclusive Perks:** Speaking opportunities, VIP access.
- **Discount Codes:** Shareable with followers.

c) **Track Performance:**

- **Affiliate Tracking:** To measure impact.
- **Refine Strategy:** Optimize future efforts.

a) **Live Dashboard:**

- **Real-Time Tracking:** Registrations, website traffic, key metrics.
- **Team Access:** Transparency and quick decisions.

b) **Regular Analysis:**

- **Daily Reviews:** Identify trends and areas for improvement.
- **Pivot Strategy:** Adjust based on data insights.

07



Monitor and Adapt in Real-Time



08

Ensure High Traffic Capacity

a) **Stress Test Systems:**

- **Traffic Handling:** Ensure your registration page and website can handle spikes.
- **Proven Systems:** Use registration systems experienced with large events.

b) **Plan for Success:**

- **Contingency Plans:** Prepare for viral success to prevent system crashes.

a) **Automate Data Flow:**

- **Seamless Integration:** Connect your registration system and CRM.
- **Automation:** Trigger follow-ups, personalized communications, and reporting.

b) **Enhance Attendee Insights:**

- **Targeted Campaigns:** Use CRM data for precise marketing.
- **Personalized Experience:** Tailor events based on attendee history.

09



Integrate with your CRM

Future Deep Dive: Discover popular CRM integrations for event organizers in our upcoming guide.



10

Convert Registrations to Attendance

Securing registrations is only half the battle-ensure they attend:

- **Attendance Boosting Techniques:** Implement strategies to maximize show-ups, whether in-person or virtually.
- **Separate Guide:** We will cover this topic in detail in a future blog.

Ready to Boost Event Registrations?

Start with simple strategies and gradually implement advanced tactics. Partnering with a comprehensive event platform can streamline the process, offering expert setup without the hassle. Simplify your journey to success! For more details, contact us at sales@sarcontech.com