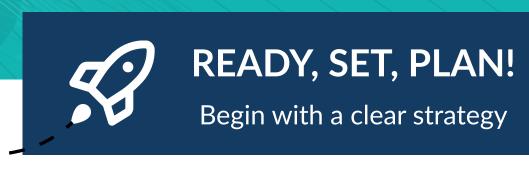
FRAMEWORK TO DRIVE UP EVENT REGISTRATIONS

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



- Clearly communicate event details (when, where, why)
- Include attendee and exhibitor profiles

Cover the Basics and User Experience:

- Industry-specific sections (e.g., robust exhibitor section for tradeshows)
- Visually appealing, Responsive design
- Intuitive navigation
 - Design to funnel visitors to registration



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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.



Harness Outbound Marketing



Execute Powerful Advertising Strategies

higher cost. Facebook Ads: Reach a broad audience and capture

LinkedIn Ads: Best for B2B, targeted by industry/job role,

- 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.



Create Viral Loops



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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.

• Real-Time Tracking: Registrations, website traffic, key metrics.

a) Live Dashboard:

- Team Access: Transparency and quick decisions. b) Regular Analysis:
- Daily Reviews: Identify trends and areas for improvement.

Pivot Strategy: Adjust based on data insights.

Monitor and Adapt in

Real-Time



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a) Automate Data Flow:

can handle spikes.

a) Stress Test Systems:

 Proven Systems: Use registration systems experienced with large events. b) Plan for Success:

Traffic Handling: Ensure your registration page and website

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

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upcoming guide.

Automation: Trigger follow-ups, personalized

and CRM.

communications, and reporting. b) Enhance Attendee Insights:

Seamless Integration: Connect your registration system

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

Integrate with your **CRM Future Deep Dive: Discover popular CRM**

www.sarcontech.com



Convert Registrations

to Attendance

Securing registrations is only half the battle-ensure they

integrations for event organizers in our

- 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

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

future blog.