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Product Events Marketing Automation Playbook

The only guide that you'll ever need.

What you'll get in this guide?

Product Event Calendar Template	A centralized hub for planning and managing all aspects of product events.
Product Event Email Templates	Pre-designed email templates for various event stages.
Event Cards and Invites	Personalized invitations and attendee management.
Pre-Event Automation	Build anticipation and drive registrations.
During-Event Automation	Enhance attendee experience and capture leads.
Post-Event Automation	Nurture leads and drive conversions.
Event Feedback Template	Gather valuable feedback for improvement.
Automated Follow-Ups	Maintain engagement and build relationships.
Next Event Promotion	Generate interest in upcoming events.

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What is Product Events Marketing?

Product Event Marketing Automation is a strategic approach that leverages technology to streamline and optimize marketing efforts around product-related events.

It involves using automation tools to manage tasks, engage with audiences, and measure the impact of product launches, demos, webinars, and other events.

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Product Event Calendar Template

Basic Overview

This template is ideal for smaller teams or those just starting to organize their product events.

Event Name	Event Type	Start Date	End Date	Location	Target Audience	Responsible Team	Status	Notes
Product Launch Webinar	Webinar	2024-04-15	2024-04-15	Virtual	Developers, IT Professionals	Marketing, Product	Planned	Requires registration platform
Customer Appreciation Event	In-Person	2024-06-30	2024-06-30	City Center	Existing Customers	Customer Success, Sales	In Progress	Venue booking required

Detailed Planning

This template is suitable for larger teams or those requiring a more in-depth planning process.

Event Name	Event Type	Start Date	End Date	Location	Target Audience
Product X Feature Release	Webinar	2024-05-10	2024-05-10	Virtual	Existing Customers, Potential
Product Launch X In-house	In-Person	2024-06-30	2024-06-30	Meeting hall	Marketing Team

Topics	Budget	Responsible Team	Status	KPIs	
Feature Overview	$5000	Marketing, Product	In Planning	Registration, Attendance,	
Product Marketing	None	Product	In Progress	Attendies	

Product Event Email Templates

Template 1

Invitation Email

Subject: You're Invited: [Event Name]

Dear [Recipient Name],

We're excited to invite you to our upcoming [Event Name] on [Date] at [Time]. This [event type] will focus on [topic].

[Brief overview of event benefits]
We believe this event will provide valuable insights and networking opportunities.

To register, please visit [registration link]
We look forward to seeing you there!

Best regards,
[Your Name]
[Company Name]

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Product Event Email Templates

Template 2

Reminder Email

Subject: Don't Miss Out: [Event Name] is Coming Soon!

Hi [Recipient Name],

Just a friendly reminder that our [Event Name] is happening on [Date] at [Time].

[Briefly reiterate event highlights]

- Sub-event 1
- Sub-event 2
- Sub-event 3

If you haven't registered yet, please do so at [registration link] See you there!

Best,
[Your Name]
[Company Name]

Product Event Email Templates

Template 3

Post-Event Thank You Email

Subject: Thank You for Attending [Event Name]!

Dear [Recipient Name],

We want to thank you for attending our [Event Name]. Your presence made the event a success.

[Briefly summarize key points from the event]

We value your feedback. Please take a moment to complete our short survey: [survey link]

We look forward to seeing you at our next event!

Best regards,
[Your Name]
[Company Name]

Event Cards and Invites

Template 1: Minimalist Event Card

Content:
- Header: Event Name, Date, Time, and a clear, concise tagline.
- Body: Brief description of the event, key benefits, and a strong call-to-action (e.g., "Register Now").
- Footer: Company logo, website, and social media links.

Template 2: Interactive Event Invite

Content:
- Header: Eye-catching image or animated graphic related to the event.
- Body: Countdown timer to the event, brief event description, speaker highlights, and a clear registration button.
- Footer: Social sharing buttons, event hashtag, and contact information.

Pre-event Marketing Automation for Your Business

What is Pre-event Marketing Automation?

Pre-event marketing automation involves using software to automate repetitive tasks and processes related to promoting and managing an event before it takes place. This includes everything from sending invitations and reminders to nurturing leads and tracking registrations.

How to Use Marketing Automation for Pre-Event?

Marketing automation is a powerful tool to streamline pre-event activities and maximize attendee engagement. Here's how:

- **Lead Generation**: Identify target audience segments and nurture them with relevant content.
- **Email Campaigns**: Create automated email sequences to build anticipation and drive registrations.
- **Personalization**: Tailor email content and offers based on attendee preferences and behavior.
- **Segmentation**: Divide your audience into smaller groups for targeted messaging.
- **Landing Page Optimization**: Create dedicated landing pages for event registration and optimize for conversions.
- **Social Media Promotion**: Automate social media posts to increase visibility and engagement.
- **Lead Scoring**: Assign scores to leads based on their interactions with pre-event communications.

Pre-event Email Templates for Founders' Event

Template 1:
Invitation Email

Subject: You're Invited: Exclusive Founders Summit

Dear [Founder's Name],

Are you ready to connect with like-minded entrepreneurs and shape the future of your business?

We cordially invite you to the exclusive Founders Summit on [Date] at [Time] [Location]. This in-person gathering will bring together a curated group of innovative founders to share insights, network, and explore new opportunities.

Expect inspiring keynote speeches, panel discussions, and interactive workshops led by industry experts. Network with fellow founders, investors, and mentors to build valuable connections.

Don't miss this chance to elevate your business to new heights.
Secure your spot now: [Registration Link]

We can't wait to see you there!
Best regards,
[Your Name]
[Company Name]

Pre-event Email Templates for Founders' Event

Template 2: Countdown Email

Subject: Only [Number] Days Left: Founders Summit Countdown

Hi [Founder's Name],

The countdown is on! The Founders Summit is just [Number] days away. Get ready to be inspired, connect, and grow at this exclusive event. Don't miss this opportunity to learn from industry leaders, network with fellow founders, and discover new business opportunities.

Highlights include:
- [Keynote speaker]
- [Panel discussion topic]
- [Networking opportunities]

Secure your spot now before it's too late!
[Registration Link]

We look forward to seeing you there!
Best regards,
[Your Name]
[Company Name]

During-Event Automation

It is used to streamline and enhance the attendee experience while an event takes place, which involves automating tasks, collecting data, and delivering real-time information.

1. Enhance Attendee Experience & Capture Leads

2. Personalized Interactions & tailored experiences through data-driven welcome messages, session recommendations, and networking suggestions.

3. Real-time Updates to keep attendees informed with timely push notifications about event details.

4. Interactive Engagement: Boost participation with gamification, polls, and Q&A.

5. Lead Prioritization: Score leads based on engagement for effective follow-up.

6. Instant Follow-up: Nurture leads with automated post-event communications.

During-event Email Templates

Template 1: Session Reminder

Subject: Don't Miss Out: [Session Title] Starts in [Time]

Hi [Attendee Name],

This is a friendly reminder that the highly anticipated session, "[Session Title]" by [Speaker Name], is starting in [time] at [location].

Highlights include:
- [Keynote speaker]
- [Panel discussion topic]
- [Networking opportunities]

Don't miss this opportunity to [benefit from attending the session].

See you there!

Best,
[Your Name]
[Company Name]

During-event Email Templates

Template 2: Networking Opportunity

Subject: Connect with Fellow Attendees at [Event Name]

Hi [Attendee Name],

Take a break from the sessions and connect with fellow attendees at the [Networking Area/Event] from [Time] to [Time].

Expand your network and discover new opportunities.

[Briefly mention any networking activities or icebreakers]

We look forward to seeing you there!

Best,
[Your Name]
[Company Name]

After-event or post-event Marketing Automation

Tag leads by their event name for easy identification

Emma Korteman - *Sketles Developers*

🏷️ [Hot lead] [Escalation Manager's Lead] [+]

When you're importing the leads and contacts you collected from events back into your CRM account, you can add tags to identify which event you collected your information from. Sales reps can use tags to filter out their own leads from a particular event. You can use these tags to treat records differently, such as sending them post-event emails or excluding them from your marketing lists. When your lead converts or a deal is made, you'll also know which event this record comes from.

During–Event Marketing Automation

Focus on maintaining attendee engagement after the event and gathering feedback to improve future events.

1. Feedback Collection: Send post-event surveys to gather attendee feedback on the event, speakers, and content. Use this feedback to improve future events and tailor future communications.

2. Customer Testimonials: Showcase positive feedback from attendees to build trust and credibility, encouraging others to convert.

3. Personalized follow-up campaigns mean sending targeted emails to different groups of event attendees based on their specific actions and interests during the event.

Post-event or after-event Email Automation Templates

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Template :
Thank You Email

Subject: Thank You for Attending Our LinkedIn Event!

Dear [Attendee Name],

We wanted to express our sincere gratitude for attending our LinkedIn event, [Event Name]. Your presence contributed significantly to the event's success.

We hope you found the discussions, networking opportunities, and insights valuable. We look forward to connecting with you further. Please feel free to reach out on LinkedIn or via email.

Thank you again for your participation.

Sincerely,
[Your Name]
[Your Company]
[LinkedIn Profile Link]

Event Feedback Template: Gather valuable feedback for improvement.

A questionnaire designed to collect attendees' opinions and experiences about an eventto improve future events by identifying strengths, weaknesses, and areas for enhancement.

1. Gather Diverse Insights: Collect feedback on various aspects of the event, including speakers, content, venue, logistics, networking opportunities, and overall experience

2. Open-Ended Questions: Incorporate open-ended questions to allow attendees to share detailed feedback and suggestions for improvement.

3. Track Progress: Implement a system to track progress in addressing feedback and communicating updates to attendees.

Event Feedback Email Template for Automation

Template: Feedback Email

Subject: How did we do? Your feedback matters

Dear [Attendee Name],

We hope you enjoyed the [Event Name]! Your attendance and participation made the event a success.

To help us improve future events, we would greatly appreciate your feedback. PPlease take a few minutes to share your feedback: [link to feedback survey]

Your insights will help us create even better experiences for you and other attendees. Thank you again for attending!

Best regards,
[Your Name]
[Company Name]

Automated Follow-Ups to Maintain engagement and build relationships.

Sending pre-scheduled emails or messages to maintain contact with individuals after an initial interaction which helps to nurture relationships and increase the likelihood of future engagement.

Multi-Channel Follow-up

Combine email with other channels like SMS or social media for a more comprehensive approach.

Feedback Loop

Close the loop by incorporating feedback from attendees into future follow-up campaigns, demonstrating responsiveness and care.

Dynamic Content Optimization

Continuously test and refine email content based on performance metrics to maximize impact.

Next Event Promotion to Generate interest in upcoming events.

Leverage social media

Build a buzz around the event through engaging content, contests, and behind-the-scenes glimpses.

Create a sense of urgency

Implement early bird discounts, limited ticket availability, or exclusive perks to encourage early registration.

Personalized email campaigns

Send targeted emails based on attendee interests and demographics.

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Few more use cases of event automations

Use the card scanner app to collect event leads

When your sales reps are busy networking, it's hard to keep track of all the business cards they're collecting.

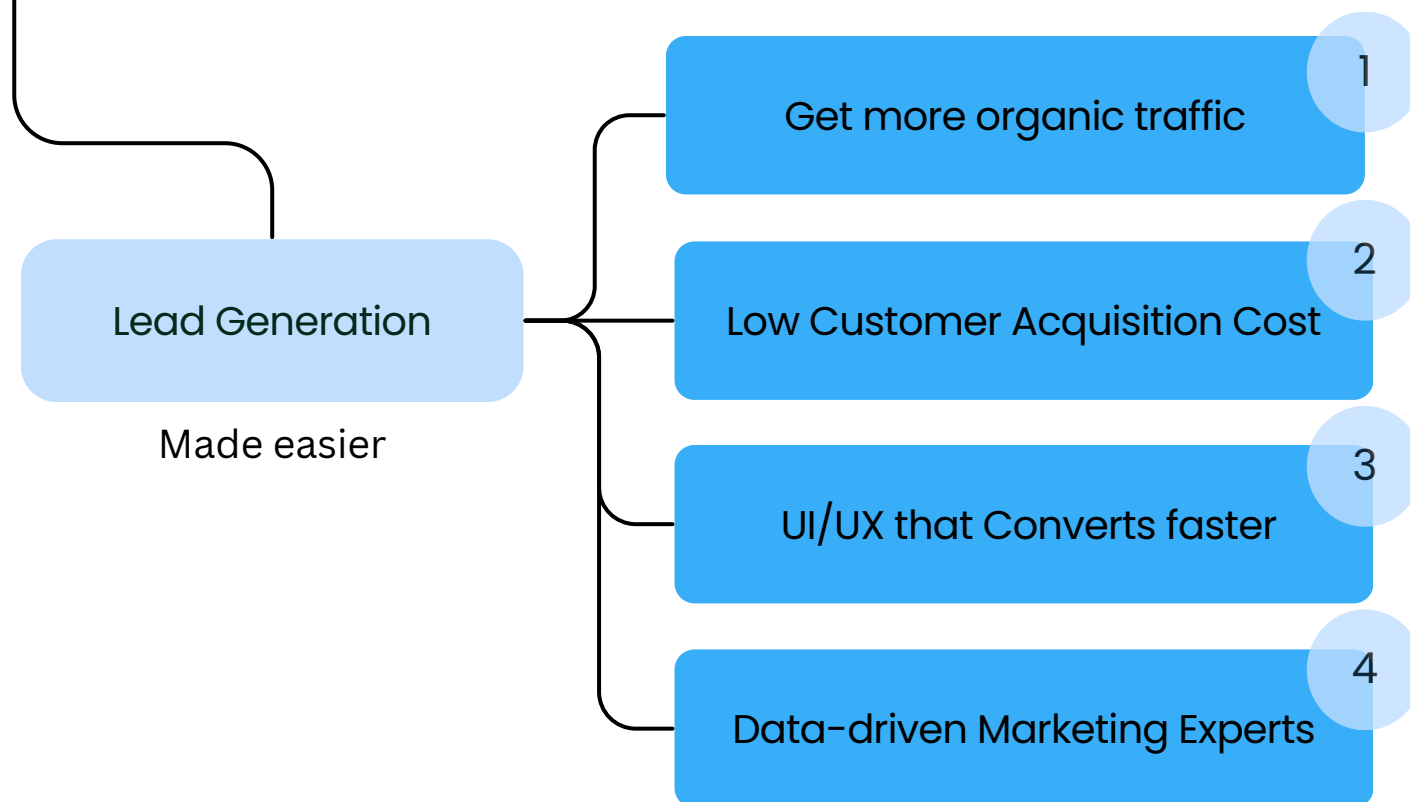## Get social media notifications from event attendees

You can set up social listening streams for keywords that are relevant to your event or brand monitor what attendees are saying about you and respond in real time to social media posts.

Analyze events to realize their effectiveness on sales

From this data, you can infer which sales reps are your best event networkers, which medium of communication brings you the most attendees, or even how many event leads turn into customers. You can also save expenses for events to see how much of your event budget is spent and calculate the ROI of your events.

Combining product event data with marketing automation systems often requires technical expertise, making it difficult for non-technical users.