



# kick start your event marketing

Give your first event a head start with an eMarketeer Specialist. After analyzing your needs and goals, we together build, test and launch your event campaign. Walk away from this Kick Start with the knowledge to do all event management on your own.

# 5 key steps to successful implementation

## 1. Workshop

First step, you and your eMarketeer Specialist go over your current strategies. Based on this, you're presented with the best ways to use eMarketeer in order to plan and execute your event marketing.

- Brief overview of eMarketeer
- Strategy to execute corporate events
- Do's and don'ts
- Preparation and procedures

## 2. Construction

Our designers create templates according to your company profile. Essentially, we build a campaign that you easily can save and copy for future use.

- 1st template for event invitation
- 1st template for landing page
- 1st template for event registration
- 1st template for event evaluation
- How to build reminder email and SMS

## 3. Testing

Your content is tested in the most common email clients and browsers for desktop, web and mobile. This ensures that your communications:

- Look great in any email reader
- Reach the inbox (spam check)
- SMS and automations work properly
- Properly receive and store data from form submissions

## 4. Launch

We get you up and running by performing the initial launch together with you.

- Mailing of event invitation
- Publication of event registration form
- Mailing event reminder
- Publication of event evaluation form

## 5. Education

After we successfully built and launched your first campaign, we make sure that you are properly educated so you easily can manage your future campaigns all on your own.

This package includes one month (15hrs) of access to an eMarketeer Specialist.

Additional time will be charged in accordance with consulting fees.

We help you with administration and implementation of the tool; however, we do not provide content such as text and images.



## reach us

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