

engaging attendees with email messaging

Even though communicating with attendees can be done through a variety of channels (social media, phone, text, etc.) email is the still a planner's go to choice throughout the entire event lifecycle. Whether it's used to promote registration, send important event updates or even just to say "thank you for attending" post-event, sending exceptional event emails is crucial to maintaining attendee engagement.

Sending the right emails at the right time can help increase registration numbers, as well as attendee participation; all of which benefits your event ROI. Keeping a consistent tone and pace with this messaging also creates committed, well-informed attendees who will want to return to your event year after year.

There are three important things to keep in mind when creating engaging event emails: create a simple design, include personalized content and maintain a proper timeline.

Keep the design simple: Send an attendee a busy, over the top email with too many graphics with too much information and they won't know what to look at first. When you design event emails, keep it simple and clean. Consistency is also important with design; include your event's logo,

colors and other design elements to tie everything together. Make important actions, like registering, utilizing a discount or even following social media accounts, easy and clear by including buttons and widgets.

Don't forget to keep mobile in mind. With more people checking email on their smartphones and tablets, make sure your emails are easy to read and mobile-friendly.

Include content that is short and personalized: What goes well with a simple design? Short and sweet messages. Think about what information is crucial for your attendee to know in that moment and link to the website for additional info. Along with keeping your attendees informed, you want to show that you care about their event experience. Research has shown that including a recipient's name in your emails (i.e. Dear John Smith vs. Dear Attendee) has increased the amount of clicks and opens, so don't forget those little, personalized details. Even something that small can do the trick. To create an even more personalized email experience, use marketing automation to track your attendees' footsteps on your website so that you can send them personalized content. For example, if they clicked on a session about registration, send them an email with the top registration exhibitors at your event.

Timing is everything: When it comes to scheduling emails, finding the right balance throughout your event

timeline is critical. You want to send enough emails to keep attendees up to date, but also not too many that you're bombarding them with your messaging. Consider scheduling emails on a consistent weekly or biweekly basis. You can always increase messaging the closer you get to the event. Use software that can track who has registered and who needs additional encouragement. There's no point in filling a committed attendee's inbox with registration emails if you can prevent it. Tracking clicks and opens during certain times of the year or even times during the day can also help you find the email schedule sweet spot, which is beneficial for both you and your attendees.



remember to:

1. Create a simple design
2. Include content that is short and personalized
3. Keep a timeline in mind

event emails should be:


1. Simple
2. Personalized
3. Timely

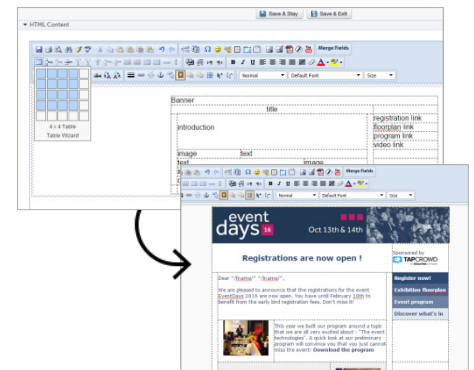
The marketing module included in the etouches platform offers an easy way to create and manage professional email marketing campaigns. It allows you to promote your event and communicate with your target audience.

1. easily structure your email with tables

With the HTML editor, you can create great looking emails by inserting tables to structure your email. You can then easily define the style of your tables.

- Create a new email in the marketing module
- Use the Table Wizard to insert a table by selecting the number of rows and columns you will need. For example, you will only need one row and one column for your background
- Use the icons of the table tool bar to add/remove rows or columns and to merge cells
- Right-click on one of your tables to open the "properties" tab to add a background color and define default fonts.


 **Don't do it twice!** Save the structure of your email as a template so that you can reuse at any time by simply cloning it.

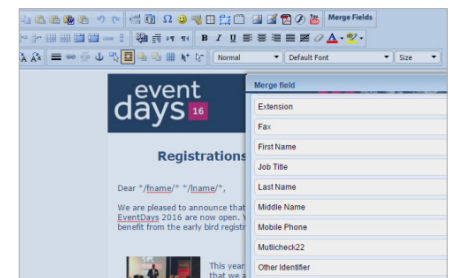


2. personalize your emails

Make sure to catch your audience's attention by personalizing the content of your emails with your recipients' personal details.

- First, create your mailing list by importing an Excel file containing the email addresses of your recipients, as well as any other relevant information
- Create your email by either writing it from scratch or cloning an existing template
- In the HTML editor, click on the "merge fields" button to view the list of available fields and select those you want to add to your email
- When your email is finished, use the "send email" tab to select your mailing list and send your email. Merge fields will automatically be filled with each recipient's details


 **No need to duplicate mailing lists!** The same mailing list can be used with several emails.

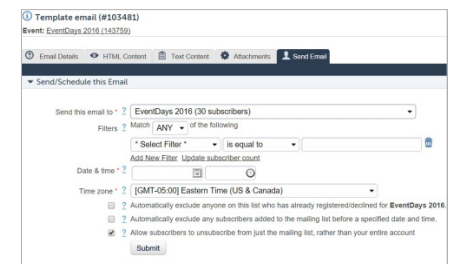


3. send triggered invitations

Make sure you do not send multiple invitations to people who already registered for your event or declined your invitation.

- First step is to link your email to your event by using the "email details" tab and type the name of your event so that you can select it
- Repeat the same action for your mailing list by using the "list details" tab
- When writing your email, click on the "merge fields" button and select "event details merge fields" to add a link to decline invitation and a link to the registration page
- To send your email, go to the "send email" tab and check the box to exclude anyone who has already registered/declined the invitation

 **Don't spend hours filtering your mailing lists!** You can also decide to send your email only to subscribers you added after a certain date.



Find out more about
the marketing module 