

The Comprehensive Playbook: 50 Strategies to Attract Virtual Event Attendees

Attracting attendees to your virtual event requires a strategic approach that combines innovative marketing techniques, engaging content, and effective outreach. This playbook provides 50 proven strategies to help you maximize attendance and create a successful virtual event.

1. Leverage Social Media Marketing

- Create Event Pages: Set up event pages on platforms like Facebook and LinkedIn.
- Use Hashtags: Develop a unique event hashtag and promote it consistently.
- Engage with Followers: Share regular updates, teasers, and behind-the-scenes content.

2. Email Marketing Campaigns

- Segment Your List: Tailor messages to different segments of your audience.
- Personalize Emails: Use personalized greetings and content to make emails more engaging.
- Automate Reminders: Set up automated reminder emails leading up to the event.

3. Collaborate with Influencers

- Identify Relevant Influencers: Partner with influencers in your industry.
- Leverage Their Reach: Have influencers promote your event to their followers.
- Offer Incentives: Provide exclusive access or perks to influencers who participate.

4. Content Marketing

- Write Blog Posts: Create blog content related to your event topics.
- Guest Blogging: Write guest posts on industry blogs to reach a wider audience.
- Share Case Studies: Highlight past event successes and attendee testimonials.

5. SEO Optimization

- Optimize Event Page: Use relevant keywords to improve your event page's search ranking.
- Create Backlinks: Encourage partners and speakers to link to your event page.
- Publish SEO-Friendly Content: Regularly update your website with optimized content.

6. Webinars and Pre-Event Sessions

- Host Pre-Event Webinars: Offer free webinars to generate interest.
- Interactive Sessions: Engage potential attendees with Q&A sessions and live polls.
- Record and Share: Provide recordings to attract those who couldn't attend live.

7. Partner with Industry Organizations

- Collaborate with Associations: Partner with industry associations to promote your event.
- Cross-Promotions: Offer to promote their events in exchange for promoting yours.
- Sponsor Events: Sponsor related events to gain visibility.

8. Engaging Event Landing Page

- Clear Value Proposition: Highlight the benefits of attending your event.
- Easy Registration: Simplify the registration process.
- Visual Appeal: Use high-quality images and videos to make the page attractive.

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9. Offer Early Bird Discounts

- Limited-Time Offers: Create urgency with time-limited discounts.
- Group Discounts: Offer discounts for group registrations.
- Exclusive Access: Provide early bird registrants with exclusive content or perks.

10. Use Video Marketing

- Promotional Videos: Create engaging promo videos for your event.
- Speaker Interviews: Share interviews with key speakers to build excitement.
- Behind-the-Scenes: Offer a sneak peek of event preparations.

11. Leverage Paid Advertising

- Social Media Ads: Run targeted ads on platforms like Facebook, LinkedIn, and Instagram.
- Google Ads: Use Google Ads to reach potential attendees through search and display networks.
- Retargeting Campaigns: Retarget website visitors who haven't registered yet.

12. Create a Referral Program

- Incentivize Referrals: Offer rewards for attendees who refer others.
- Track Referrals: Use referral tracking software to manage the program.
- Acknowledge Top Referrers: Publicly recognize and reward top referrers.

13. Host Contests and Giveaways

- Social Media Contests: Run contests that require participants to register for the event.
- Exclusive Prizes: Offer appealing prizes to attract more participants.
- Interactive Giveaways: Use interactive formats like quizzes or challenges.

14. Utilize Influencer Panels

- Panel Discussions: Feature influencers in panel discussions during your event.
- Promote Panelists: Have panelists promote their participation to their followers.
- Interactive Panels: Allow attendees to interact with influencers during the event.

15. Create a Sense of Community

- Pre-Event Networking: Create online groups or forums for attendees to connect before the event.
- Interactive Platforms: Use platforms that facilitate networking and engagement.
- Post-Event Follow-Up: Keep the community engaged after the event ends.

16. Highlight Key Speakers and Sessions

- Speaker Spotlights: Feature key speakers in your promotions.
- Session Highlights: Promote the most anticipated sessions.
- Speaker Interviews: Share interviews and articles about your speakers.

17. Offer Continuing Education Credits

- Professional Development: Offer credits for professional development.
- Accredited Sessions: Ensure your event includes accredited sessions.
- Promote the Benefit: Highlight the value of earning continuing education credits.

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18. Engage with Interactive Content

- Live Polls and Q&A: Incorporate live polling and Q&A into your event.
- Interactive Workshops: Offer workshops that require attendee participation.
- Virtual Exhibits: Include interactive virtual exhibits and demos.

19. Showcase Event Success Stories

- Testimonials: Share testimonials from past attendees.
- Case Studies: Highlight successful outcomes from previous events.
- Visual Stories: Use videos and infographics to tell success stories.

20. Offer Flexible Registration Options

- Group Registrations: Provide discounts for group registrations.
- Multi-Tier Pricing: Offer different pricing tiers based on access levels.
- Payment Plans: Allow attendees to pay in installments.

21. Utilize Email Signatures

- Promote in Emails: Include event promotion in your email signature.
- Company-Wide Signatures: Have all employees use the same promotional signature.
- Link to Registration: Directly link to the event registration page.

22. Offer Exclusive Access to Content

- VIP Sessions: Offer exclusive sessions for early registrants or VIPs.
- On-Demand Content: Provide on-demand access to event recordings.
- Exclusive Downloads: Offer downloadable resources only for attendees.

23. Create Compelling Visuals

- Infographics: Use infographics to highlight event benefits and statistics.
- Branded Graphics: Develop a consistent visual theme for all promotional materials.
- Social Media Graphics: Create eye-catching graphics for social media promotion.

24. Utilize SMS Marketing

- Text Reminders: Send SMS reminders to registered attendees.
- Exclusive Updates: Provide exclusive updates and information via SMS.
- Registration Links: Include direct links to the registration page in texts.

25. Engage with Podcasts

- Event Announcements: Announce your event on relevant industry podcasts.
- Speaker Features: Have speakers appear as guests on popular podcasts.
- Sponsored Episodes: Sponsor podcast episodes to reach a wider audience.

26. Collaborate with Media Partners

- Press Releases: Distribute press releases to industry publications.
- Media Sponsorships: Partner with media outlets to promote your event.
- Interviews and Features: Secure interviews and features in relevant media.

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27. Interactive Event Countdown

- Countdown Timers: Use countdown timers on your website and emails.
- Daily Updates: Share daily updates leading up to the event.
- Engage with Teasers: Release teaser content to build anticipation.

28. Use Analytics to Refine Strategies

- Track Metrics: Monitor registration numbers, website traffic, and engagement rates.
- Analyze Campaigns: Use data to analyze the effectiveness of your promotional campaigns.
- Adjust Tactics: Refine your strategies based on analytics insights.

29. Highlight Networking Opportunities

- Promote Networking: Emphasize the networking opportunities available at your event.
- Networking Sessions: Highlight specific networking sessions in your promotions.
- Virtual Lounges: Promote the availability of virtual networking lounges.

30. Create a Compelling Event Trailer

- Short Videos: Create a short, engaging trailer for your event.
- Highlight Key Features: Showcase the most exciting aspects of the event.
- Share Widely: Share the trailer on all promotional channels.

31. Leverage User-Generated Content

- Encourage Sharing: Ask attendees to share their excitement on social media.
- Create a Contest: Run a contest for the best user-generated content.
- Feature Attendees: Highlight attendee content in your promotions.

32. Develop a Strong Value Proposition

- Clear Benefits: Clearly communicate the benefits of attending your event.
- Unique Selling Points: Highlight what makes your event unique.
- Success Stories: Share stories of past attendees who benefited from the event.

33. Offer a Sneak Peek

- Exclusive Previews: Offer sneak peeks of session content or speaker insights.
- Teaser Videos: Share teaser videos to build excitement.
- Preview Webinars: Host preview webinars to attract potential attendees.

34. Leverage Community Groups

- Industry Forums: Promote your event in relevant industry forums and groups.
- Online Communities: Engage with online communities related to your event topic.
- Group Partnerships: Partner with community group leaders to promote your event.

35. Create an Event Countdown Series

- Daily Tips: Share daily tips related to the event topic leading up to the event.
- Speaker Spotlights: Feature different speakers each day.
- Session Highlights: Highlight different sessions each day.

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36. Engage with Interactive Emails

- Animated Emails: Use animations to make your emails more engaging.
- Interactive Elements: Include interactive elements like polls or quizzes.
- Personalized Content: Tailor email content to different audience segments.

37. Showcase Event Sponsors

- Sponsor Spotlights: Highlight your event sponsors in promotions.
- Sponsor Features: Share content from your sponsors.
- Exclusive Offers: Promote exclusive offers from sponsors to attendees.

38. Create a Virtual Event Guide

- Comprehensive Guide: Create a guide that covers all aspects of the event.
- Attendee Tips: Include tips for making the most of the event.
- Downloadable Resource: Provide the guide as a downloadable resource.

39. Use Interactive Widgets

- Countdown Timers: Add countdown timers to your website.
- Registration Pop-Ups: Use pop-ups to encourage registrations.
- Engagement Tools: Incorporate tools like chatbots to engage visitors.

40. Highlight Post-Event Content

- On-Demand Access: Promote access to on-demand content post-event.
- Exclusive Content: Offer exclusive post-event content to attendees.
- Follow-Up Webinars: Schedule follow-up webinars to maintain engagement.

41. Collaborate with Thought Leaders

- Guest Blog Posts: Have thought leaders write guest blog posts.
- Webinar Partnerships: Partner with thought leaders for co-hosted webinars.
- Social Media Takeovers: Allow thought leaders to take over your social media channels.

42. Create an Event Ambassador Program

- Recruit Ambassadors: Recruit enthusiastic attendees to promote your event.
- Provide Incentives: Offer incentives for successful referrals.
- Ambassador Recognition: Recognize and reward top ambassadors.

43. Leverage Local Partnerships

- Local Influencers: Partner with local influencers to promote your event.
- Community Organizations: Collaborate with community organizations.
- Local Media: Promote your event through local media outlets.

44. Offer Interactive Demos

- Product Demos: Offer live or recorded demos of products or services.
- Interactive Features: Include interactive elements in demos.
- Q&A Sessions: Follow up demos with live Q&A sessions.

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45. Develop a Content Calendar

- Regular Updates: Share regular updates leading up to the event.
- Consistent Posting: Maintain a consistent posting schedule.
- Content Variety: Mix different types of content to keep the audience engaged.

46. Highlight Event Highlights

- Top Sessions: Promote the top sessions or activities.
- Exclusive Features: Highlight exclusive event features.
- Key Benefits: Emphasize the key benefits of attending.

47. Engage with Interactive Presentations

- Polls and Surveys: Use polls and surveys during presentations.
- Live Demos: Include live demos in presentations.
- Interactive Q&A: Engage the audience with interactive Q&A sessions.

48. Leverage Event Apps

- Custom App: Develop a custom app for your event.
- Interactive Features: Include features like networking and live polling.
- Push Notifications: Use push notifications to keep attendees engaged.

49. Create a Resource Center

- Central Hub: Develop a central hub for all event-related resources.
- Accessible Content: Make content easily accessible to attendees.
- Ongoing Updates: Regularly update the resource center with new content.

50. Showcase Your Brand

- Consistent Branding: Ensure consistent branding across all materials.
- Brand Story: Share your brand story and values.
- Visual Identity: Maintain a strong visual identity throughout the event.

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