

The book was found

Making Rain With Events: Engage Your Tribe, Create Raving Fans And Deliver Bottom Line Results With Event Marketing



Synopsis

“Every marketing executive who invests in events as part of their marketing mix should do themselves a favor and read this book.”
• Joe Pulizzi, Founder of the Content Marketing Institute, and Host of Content Marketing World
Scott Ingram of Certain has brought together some of the top ideas, and best practices from a team of modern marketing experts. Learn how to create an integrated event marketing strategy where the results look like 1+1+1=10
Peter Micciche, Certain
Adding the final link in the integrated marketing chain
Allison Saget, Author of The Event Marketing Handbook
Get beyond event logistics and get revenue results
Matt Heinz, Heinz Marketing
Connect your content marketing and event marketing strategies
Thom Singer, The Conference Catalyst
Set the tone for connecting
Mark Organ, Influitive
Mobilize your advocates
Tim Hayden, TTH Strategy
Leverage events as “mobile moments”
• Frannie Danzinger, Bizo
Get more value from sponsors, and win when you’re the sponsor
Shawn Lacagnina, Skyline
Maximize your trade show investments
Anita Covelli (Wehnert), ReadyTalk
Incorporate webinars into your event marketing mix
Brian Kardon, Lattice Engines
Improve event results with predictive marketing
Debbie Qaqish, The Pedowitz Group
Understand your event marketing maturity and how to get to the next level

Book Information

File Size: 1807 KB

Print Length: 158 pages

Simultaneous Device Usage: Unlimited

Publisher: Top 1% Publishing; 1 edition (August 9, 2014)

Publication Date: August 9, 2014

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00MJZS5MY

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #527,307 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #43

inÃ Â Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Industrial #70 inÃ Â Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #176 inÃ Â Books > Business & Money > Marketing & Sales > Marketing > Industrial

Customer Reviews

Ã Â Hi IÃfÃ Â â Ñ Â â,,cm Douglas Burdett, host of The Marketing Book Podcast and IÃfÃ Â â Ñ Â â,,cd like to tell you about the book ÃfÃ Â â Ñ Â Â“Making Rain with Events: Engage Your Tribe, Create Raving Fans, and Deliver Bottom Line Results with Event MarketingÃfÃ Â â Ñ Â Â• by Scott Ingram. When done correctly, events have the potential to be one of the most significant force multipliers for a modern marketing organization. While investments in other traditional forms of marketing and advertising are dwindling, in-person events are just as popular as ever. Despite all the wonders of the Internet age, people still want to interact face to face. And yet, some big problems exist with event marketing. Studies show:- 50% of exhibitors never set objectives - they just show up- 79% of all trade show leads are never followed up on- Nearly half of CMOs struggle to make a business case for investment in events. In ÃfÃ Â â Ñ Â Â“Making Rain with Events,ÃfÃ Â â Ñ Â Â• Scott Ingram and several co-authors show how to transform your event marketing from just logistics and planning, into an integrated marketing machine that will generate and nurture leads and shorten your sales cycle. The book outlines how to make the most of the two most important reasons why people attend events: connections and content. It also goes into great detail on how marketers can create and leverage a lot of content before, during and long after an event. If your event marketing is driven by the inertia of ÃfÃ Â â Ñ Â Â“weÃfÃ Â â Ñ Â â,,cve always done it that wayÃfÃ Â â Ñ Â Â• and you want to take a fresh, measurable, effective approach to it, youÃfÃ Â â Ñ Â â,,cre going to want to read this book. And, to listen to an interview with Scott Ingram about ÃfÃ Â â Ñ Â Â“Making Rain with Events,ÃfÃ Â â Ñ Â Â• visit MarketingBookPodcast.com

Event marketing has advanced from a stand alone activity to a complex longitudinal program. Engagement must begin long before the event promotion and must continue long after the event concludes. Developing a program that engages, educates, and nurtures throughout the entire event lifecycle is necessary, but also a challenge. This book defines all the steps of the event framework, beginning to end. Additionally, the thought leadership contribution coaches on how to effectively manage event activity, properly develop content for each stage, and convert unknown individuals into attendees, attendees into opportunity, and recognized opportunities into those all-important

advocates.

If you have ever had to answer the question, "What is our return on investment going to be for this event?" Then after reading this book you will be well armed and excited to share your new expertise when answering the question. From the beginning pages, strategy after strategy to "Make Rain" is revealed. Making Rain is part manual, part best practices, and a tool you will use again and again. After reading this book I felt like I had a Master's class on how to generate more prospects, build better relationships, and ultimately develop business, yes, sales. I'm headed to an event tomorrow, I've never felt better prepared. This is one to keep on my book shelf for reference and I have already recommended it to others.

Only relevant to corporate event planners - not helpful for (most) small businesses.

I haven't worked in the events business in almost 20 years and was asked to do some research about today's events landscape. I bought this book and I'm glad I did. Well written and great flow. Loved the ideas and recommendations. If you're looking to start an events business or just need to brush up on the technology shaping it this is a must read.

A fresh perspective on successfully using events in your marketing mix. I appreciated the distinct chapters and points of view from experts in their various marketing fields, and yet in the end it all comes together with one outcome: getting a return on investment for your events. If you're ready to take a step back and re-think your event marketing strategy, start here for the big picture, with the added bonus of practical tips, too.

Events are a special part of the marketing mix -- they take time and resources and getting it right is essential. This book has helpful, practical and proven tips to help construct events that generate results. Understanding how to make an event part of an intentional campaign (including pre and post activities) will help marketers generate ROI from event investments.

This book is a useful reference tool for anyone looking to get the highest return on their event investment. Compiling the best nuggets of wisdom from numerous event marketing experts, it is full of rich content.

[Download to continue reading...](#)

Making Rain with Events: Engage Your Tribe, Create Raving Fans and Deliver Bottom Line Results with Event Marketing Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series Red Sox Fans Are from Mars, Yankees Fans Are from Uranus: Why Red Sox Fans Are Smarter, Funnier, and Better Looking (In Language Even Yankee Fans Can Understand) Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level Event Planning: Plan Events Like a Professional, Impress Your Clients and be Your Own Boss in 12 Simple Steps (event planning, experience, organise, manage, ... be your own boss, work from home Book 4) Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Raving Fans: A Revolutionary Approach To Customer Service Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function Building a Successful Construction Company: Create a Strategy / Organize Your Business / Protect Your Bottom Line Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Strategies To Capture And Engage Your Audience, While Quickly Building An Authority (Marketing Domination) (Volume 5) The Power of Positive Profit: How You Can Improve Any Bottom Line in Sales, Marketing, and Management with MoneyMath Star Wars: Lost Tribe of the Sith - The Collected Stories (Star Wars: Lost Tribe of the Sith - Legends)

Contact Us

DMCA

Privacy

FAQ & Help