



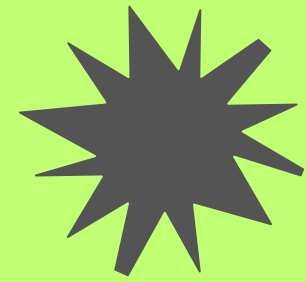
I.T.T FUTURE YOU

14th of November
2024

Marketing Strategy Presentation

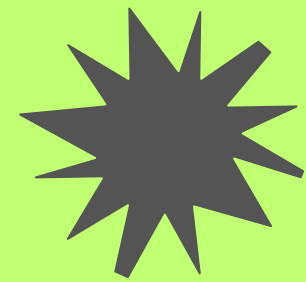
Presented By: Scott De Lloyd

Vision, Mission, & Goals



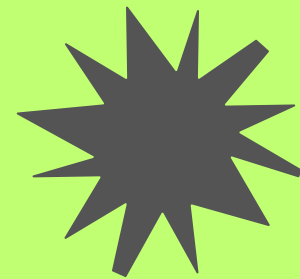
Vision

To establish the ITT conference as the premier event for industry professionals to connect, learn, and innovate, amplifying its reach and engagement through strategic digital marketing and social media initiatives that drive participation



Mission

To use social media and digital marketing to promote the ITT conference and increase awareness, participation, and engagement. Furthermore, to optimise the conference's influence on the industry, we will build an effective community, improve participant engagement, and provide insightful information prior to, during, and following the event.



Goals

Achieve a 25% increase in overall brand and event awareness across digital channels (social media, email marketing) leading up to the event.

SWOT Analysis

Strengths

- The event's reach is increased by strong connections with partners, influential individuals, and industry influencers.
- Active social media channels across LinkedIn, Twitter, Instagram, and Facebook help keep our target audience engaged.

Weaknesses

- Ability to execute large-scale marketing campaigns or produce high-quality content consistently could be limited due to our budget and team size
- If our marketing communications are overly pushy or repetitive (e.g., frequent reminders or registration), the audience may become irritated. It is essential for us to strike a balance between educational, value-driven postings and promotional material.

Opportunities

- Leveraging emerging trends like short-form video (e.g., TikTok, Instagram Reels), can help make our social media campaigns more engaging and visually compelling.
- In addition to increasing the event's organic reach, developing user-generated content initiatives (such as behind-the-scenes footage and participant testimonials) can increase credibility and engagement.

Threats

- The event industry is being oversaturated due to the rise of virtual and hybrid events. It is more difficult to stand out and get attention when attendees are bombarded with similar events.
- marketing efforts are primarily funded by our sponsors or partners, their removal or decreased participation may have an impact on our budget and promotional reach.

Event Awareness & Reach KPIs:

01

Social Media
Reach &
Impressions



02

Social Media
Engagement
Rate

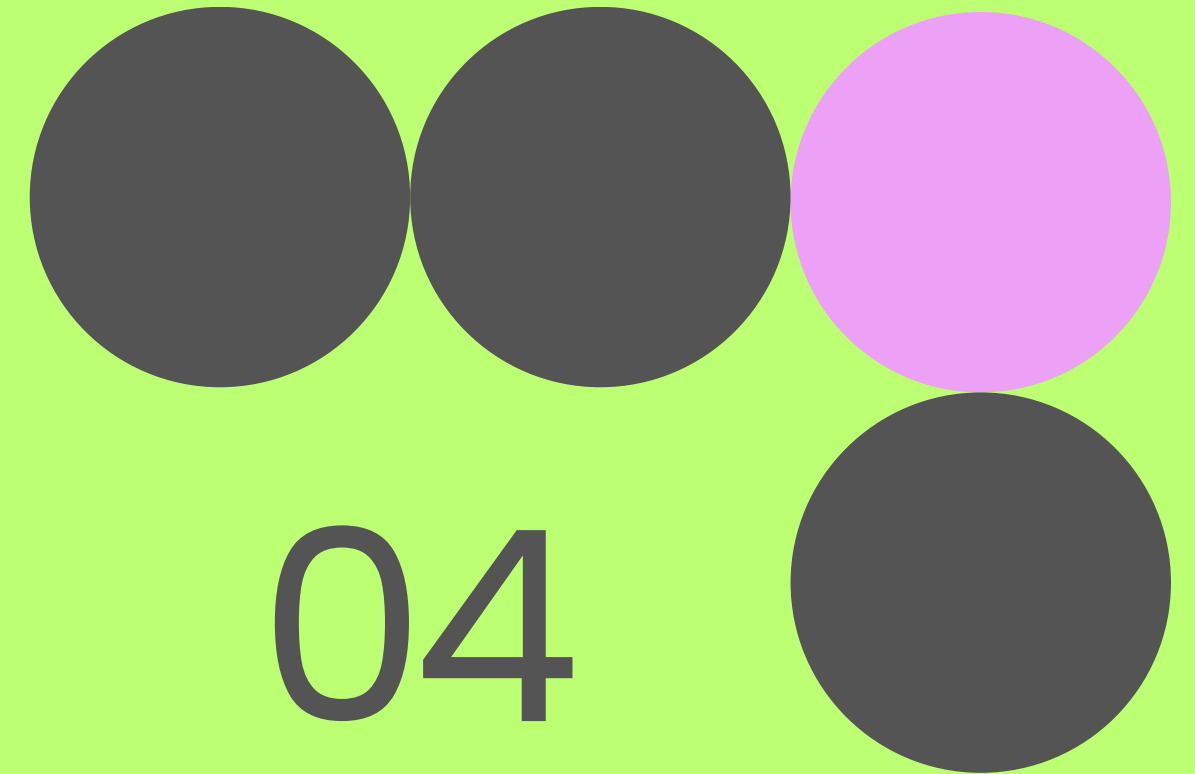


03

Organic vs.
Paid Reach



Release Plan



01

November

- Kick-off Campaigns: Begin generating awareness for the conference.
- Pre-Event Branding: Set the tone for the conference's identity.

02

December

- Engage & Educate: Provide valuable insights related to the ITT industry.
- Launch Paid Campaigns: Broaden reach through targeted ads.

03

January

- Maximize Registrations: Focus on the final push for ticket sales.
- Increase Last-Minute Engagement: Get more people to commit to attending.
- Final Event Preparations: Share detailed event logistics and excite attendees.

04

February

- Drive Event Buzz: Create excitement for the event's start.
- Engage On-Site: Build excitement during the event and post-conference.

