



# THE COMPLETE GUIDE TO CONTENT ACTIVATION

Everything you need to know to  
effectively extend your event ROI

# OVERVIEW

We know the feeling. Another event comes to a close. A whole year's worth of planning. Your team's blood, sweat, and tears. A successful event is no small feat. Maybe you've brought together leaders from around the world to experience your brand's purpose in a new way. Maybe you had the industry's top thinkers exchange ideas to shape what comes next, with your brand at the front of the pack.

Whatever it is, you've created an experience to remember. But as you breathe a sigh of relief, don't forget that your opportunity to share the countless ideas, experiences, and insights from the event is far from over.

Just as your event is a key part of your overall marketing strategy, your event content can play a major role in reaching your marketing goals and extending your event ROI, even after the event ends. The work your team put in to create and execute the event can now power collaboration with other key teams throughout your organization—such as sales and demand gen.

This is where **content activation** comes in. In other words, how will you take advantage of the opportunity to bring existing content to life in new ways to engage your audiences?

# ADVANTAGES OF CONTENT ACTIVATION

It's more than just reusing or repurposing existing content. Activating your event content extends your event purpose and your overall goals. It helps build brand loyalty and nurture relationships with those who attended your event. It keeps people engaged and talking about your event for the rest of the year, so they'll want to return. From reinforcing your key messages to sharing content in a variety of formats across multiple touchpoints, your brand will stay top of mind and help audiences digest your message in the style that resonates with them most (think audio vs. visual vs. text).

In the following pages, we'll discuss how to define your goals and strategy, choose your channels and formats, and measure your success so your event content can serve your overall brand goals and extend your ROI.



# SET YOUR STRATEGY

First, determine your strategy. Think about your overall brand goals and how you can use your content to reach them.

# 1 DEFINE YOUR GOALS

Deciding what **outcome** you want to achieve will help you set your strategy for how and where to bring your event content to life. This outcome will help determine what content you put out where, and what you will measure. Are you looking to:

- Gain leads?
- Increase overall brand awareness?
- Nurture and accelerate loyalty?
- Educate your audiences with new insights?
- Engage or elicit emotions?
- Increase conversions?

## 2

# ANSWER WHO AND WHAT

Think of your event as a pillar in an ongoing conversation with your audience. Asking “Who” and “What” will help guide the conversation.

- Who are you speaking to or trying to reach?
  - Event attendees?
  - Those who didn't make it?
  - A new audience entirely?
- What key messages and topics resonate with them?
- What do you want people to remember?
- What new insights will you have to share?
- What's evergreen? What is time sensitive? What could tie in with an external event/cultural trend?

### 3

## SELECT YOUR FORMAT AND CHANNELS

Consider how you can turn your event content into new formats and use a range of channels to share it out.

- Where can your content go?
  - Is it public and anyone can use it?
  - Is it better suited for internal sales enablement?
- On which channels do you have a strong presence?
- Where do you need new touchpoints?
- Can you **atomize** video content into shorter segments to share on social or in email campaigns?
- Can you **aggregate** content into a longer story (for example, an e-Book)?
- Can you create community and invite interaction with a platform that houses event content and brings your audience together post-event?

### PRO TIP:

Think about all the ways existing event assets can feed into new content types. For example, a keynote can become quotes for social media, a short video, a presentation with speaker notes, an infographic, etc.



## PLAN AHEAD

Create a strategic plan for rolling out content so your path forward is clear.

- Who is your **audience**?
- What is your **desired outcome**?
- What does your **audience want** to know?
- What **content from the event** aligns to your audience's interest?
- What **message** do you want your audience to remember?
- How will you use your event content in a **new format or way** to engage your audience?
- How will you **measure success**?

## PRO TIP:

Collaborate with your sales or demand gen teams to understand what content will support their post-event outreach plan. Work with your keynote speakers to include pre-event and post-event promotions and social media mentions.

**EXAMPLE:**

# AGENTS OF HYBRID

At the turn of a new year as we started a slow transition back to in-person events, Cramer partnered with Bizzabo to host Agents of Hybrid, a 2-day event unboxing the hybrid event experience. To target B2B event marketers at all levels, we created a content activation plan using the questions from the previous page to create multiple pieces of content. See our template in the Appendix to try it yourself.

<b>AUDIENCE TARGET</b>	<b>EVENT PLANNERS</b>	<b>MARKETING EXECUTIVES</b>	<b>C-SUITE</b>
<b>DESIRED OUTCOME:</b>	See Cramer as a trusted expert & partner in event execution	See Cramer as a trusted leader and partner in producing hybrid events	See how content can connect teams across divisions & see Cramer as a guide to executing their vision
<b>AUDIENCE WANTS:</b>	Tactics for running a hybrid event	How an event agenda, sessions, and technical execution all work together to create a powerful hybrid experience	A framework for aligning event content to campaigns
<b>EVENT CONTENT:</b>	Breakout session diving into the most popular formats of hybrid events	Event planning, agenda, and execution experience	Breakout session: Extending ROI Beyond the Event
<b>MESSAGE THEY'LL REMEMBER:</b>	4 Essential Hybrid Event Formats	Top lessons learned from hosting a hybrid event	Content extends the ROI of an event
<b>NEW FORMAT(S):</b>	Blog, short-form videos, infographic, E-book	Blog, eBook, post-event debrief webinar with Bizzabo partners, infographic	Blog, infographic, podcast, eBook chapter
<b>MEASUREMENT OF SUCCESS:</b>	Number of eBook downloads and breakout views post-event	Attendance at the webinar, eBook downloads	Podcast listens and eBook downloads



# ACTIVATE YOUR CONTENT

The hard part is over: you know your audience, your release formats, and the meaningful content you're going to promote. Now it's time to ensure that your carefully planned content is designed to reach those who need it most.



# OPTIMIZE FOR SHARING

To keep the focus wide enough to capture your audience, but tight enough that you're not taking a random approach, use careful tactics like email marketing, digital advertising, and/or search engine optimization (SEO). Use the campaign brief template in the appendix to get started.

Here are a few questions for you to consider as your content goes out into the wild:

- How can you best leverage content to particular formats (e.g. lead gen form on LinkedIn)?
- Are there ways to thoughtfully splice your content to use on multiple channels?
- Are your landing pages user-friendly (appropriate titles and meta descriptions, unique images or thumbnails, thoughtful layout with search/filter bars, etc.)?
- Most importantly, has your content been created with the goal you defined earlier in mind (document downloads, increased social presence, conversions)? Does it lead prospects to that goal?

# SPREAD THE WORD

Of course, promoting your content means more than just publishing it on your website. In *Select Your Format and Channels* section, we asked you to consider where you have the greatest outreach. Use that knowledge to target your audience where they live.

Let's dive into a few tried-and-true strategies for getting your post-event content out there.

## PRO TIP:

Content that keeps people on platform will perform the best. External links are fine, but your post should stand on its own.

## SOCIAL MEDIA

Your work deserves to be seen. These tips will help you energize users and boost engagement:

- Don't be afraid to share content across channels. Short-form video works particularly well on TikTok, Instagram, and Snapchat.
- Be active. Get your team commenting and engaging within the first hour of your post.
- Twitter is better for frequent, real-time content. Think about using the platform day-of to engage the audience.
- Key takeaways from your event make particularly interesting visuals or an infographic to share.

# PAID ADVERTISING

## GOOGLE ADS

- The biggest ad platform in the world, Google offers many forms of content: paid search, display, and YouTube ads are great for conversions. Your business showing up on the first page builds brand awareness and familiarity and can help you beat out your competition.

## MICROSOFT ADS

- While the Bing search engine may not be the largest, it's one of the most cost effective from a paid search perspective. Don't ignore its value.

## PROGRAMMATIC ADS

- When used with intent-based data, programmatic can provide great contextual advertising opportunities like audio, CTV, display banners, and more.

## SOCIAL ADS

- For B2B marketers, LinkedIn Ads is the place to be at the moment. Sponsor your whitepapers using lead gen forms against targeted account lists.
- It's worth exploring ad platforms with less competition (like Reddit and Facebook) as the cost per conversion is often lower.

You've worked hard, now do your content justice—ensure it gets in front of the right eyes by activating it strategically.



# EVALUATE YOUR IMPACT

You've created awesome content, targeted it effectively, and executed your release strategy. Now it's time to use your results to measure what you did—and use it to tell a story.

## 1 COLLECT YOUR DATA

Collecting and analyzing post-campaign data is about more than identifying successes and areas of improvement (though those aspects are important too). The data you collect can be rolled into future events, remarketing campaigns, audience persona analysis, and far more.

Before you send your first email or post your first retrospective of your event:

- Have a system in place to capture data
- Look at views, shares, incoming traffic, and leads that result from each content blast
- Find a marketing automation platform that not only organizes bulk email blasts but also tracks users as they move through the funnel
- Send automated follow-up messages at preset intervals and build specialized landing pages (perfect for a one-time event)

## 2 REMEMBER YOUR DESTINATION

Keep your goals and KPIs close in mind, both while collecting data and during later analysis. After all, the purpose of measuring is to determine how content performed compared to your business's KPIs & goals, in addition to smaller meaningful data points. Feed your team a wide range of relevant data, and your upcoming events and campaigns will benefit.

### EXAMPLE KPIS

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#### YOUR GOAL:

#### DATA TO COLLECT:

#### INCREASE SOCIAL PRESENCE

- Post impressions
- Post engagement (likes, shares, comments)
- Total watch time
- Average watch time (25%, 50%, 75%, 100%)

#### GENERATE LEADS

- Total lead volume
- Cost per lead
- Lead conversion rate
- LP sessions

#### DRIVE PIPELINE

- Qualified leads generated (MQLs, SQLs, etc.)
- # of deals associated
- Deal size (\$)
- Days in funnel (velocity)

#### INCREASE CONVERSIONS

- How many clicks converted
- What each conversion cost
- What pages users visited on your site before converting

## PRO TIP:

If you only had 30 seconds to describe the importance of your content & how it made an impact, what would you say? When you need to, go back to this “elevator pitch” for clarity.

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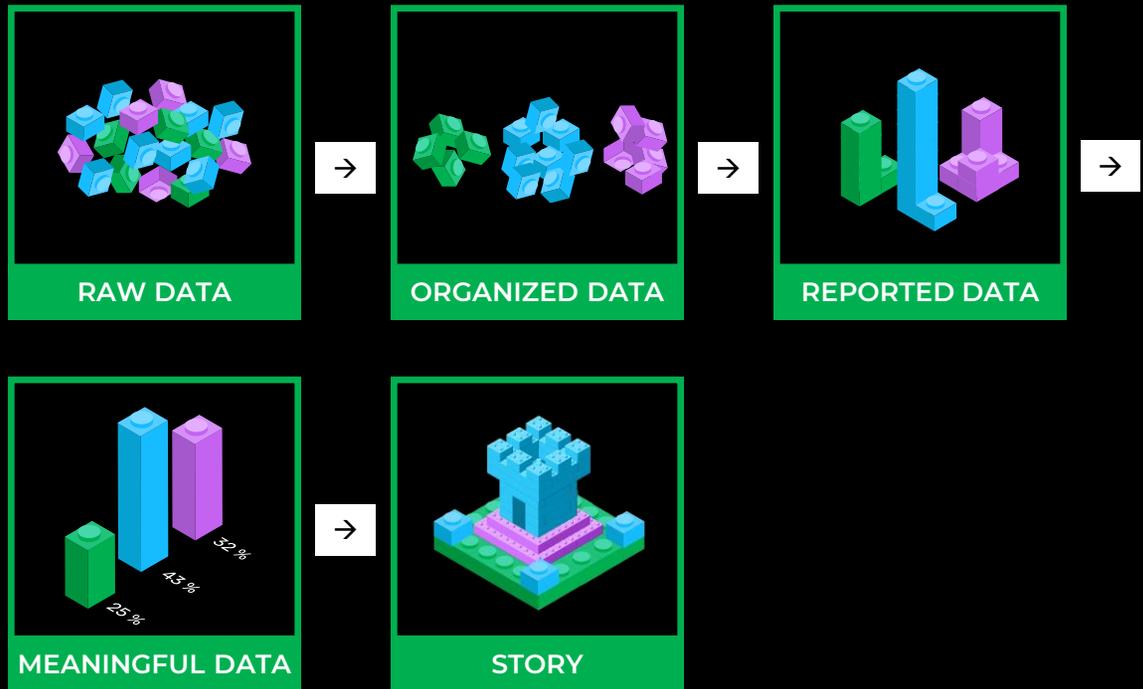
## TELL YOUR STORY

Think of a field report received before a military operation—you're not just making graphs in Excel, you're telling the story of your content.

- Is your result accurate, actionable and compelling?
- Do your results bring clarity to your team as they prepare for the next campaign?
- What happened post-event?
- What went well, what could we have improved?
- How do the results stack up to our KPI's?
- What ideas seem most relevant?
- Did survey data reveal there were topics of interest that weren't covered? Address those with blog articles and for future events.

## PUTTING THE PIECES TOGETHER

You've reimagined your content, shared it effectively, and collected all the right information. Now it's time to tell your story and use that story to make better, more informed decisions. This way, you'll let your audience guide how, when, and what content you share so that it makes an impact—and truly extends the ROI of your event.



# READY TO MAKE THE MOST OF YOUR EVENT?

When it comes to activating content, Cramer blends strategy, creative, and production to engage your audiences and drive business growth. Our studio model and interdisciplinary team are ready to fuel your content strategy and execution, creating experiences that people love and setting imaginations free.

Have a project in mind? [Let's chat.](#)

CRAMER

The team at Market Vantage has decades of experience guiding businesses through the ever-changing landscape of digital marketing. Our experts bring valuable insight to your advertising campaigns, yielding a strong ROI that you'll see in your bottom line.

Need help with your digital marketing?

[Let's connect.](#)

MarketVantage



# APPENDIX

# EVENT TITLE:

Try creating your own content activation plan. See our example on page 9 for more details.

<b>AUDIENCE TARGET</b>	<b>AUDIENCE 1</b>	<b>AUDIENCE 2</b>	<b>AUDIENCE 3</b>
<b>DESIRED OUTCOME:</b>			
<b>AUDIENCE WANTS:</b>			
<b>EVENT CONTENT:</b>			
<b>MESSAGE THEY'LL REMEMBER:</b>			
<b>NEW FORMAT(S):</b>			
<b>MEASUREMENT OF SUCCESS:</b>			

# CAMPAIGN BRIEF:

Try creating a campaign brief yourself. See our section on setting your strategy (pp. 4-8) and sharing content (pp. 11-14) for some ideas.

<b>Landing Page</b>	
<b>AUDIENCE TARGETING</b>	
<b>PLATFORM(S) + STATUS</b>	
<b>CORE MESSAGING/ OFFER</b>	
<b>LAUNCH/MODIFIED DATES</b>	
<b>GOAL</b>	
<b>CREATIVE</b>	