

HOW TO STOP THE BUZZ AROUND YOUR EVENT FROM DYING IN 2021



The Covid-19 pandemic had to be the worst thing to happen to event organizers for as long as anyone alive can remember. Some of the biggest events in the world had to be canceled, postponed, rescheduled, or moved online.

From the looks of it, this dilemma is set to become worse for event organizers; because getting the attention of people may be difficult but losing it is super easy. Postpone a show for a week and you can expect the buzz to die down - not to talk of what happens after months!

Fortunately, there are at least 3 strategies you can implement immediately to help you keep in touch with your stakeholders. In fact, they will get potential visitors to look forward to the next edition of your event.

Here are 3 ways to engage stakeholders and keep them interested in your event.

Consistent and Well-Researched advertorial and PR Content Publishing

The first mistake you don't want to make with your content strategy is to start too late. Any day later than one month from the event and you stand the risk of losing some leverage. So allow your publications time to generate buzz by sending them out early.

You also need to do extensive research before picking a publication. It's best to go with companies that can reach potential customers from both local and international cities, and in different languages too.

To find the balance between consistency and engagement, you need to create a calendar to determine how frequently you publish yet distribute your content. This may vary, depending on your brand capacity, but one blog post and one press coverage in a month is fine.

Leverage Video Marketing

It's no accident that 85% of business owners use video marketing to stay in touch with their customers. Nothing engages people better than short video clips, these days.

To get the maximum ROI on your video marketing strategies, here are a few tips to follow:

- Ensure each video has a specific purpose, e.g to inform prospects about early-bird registration
- Send out at least one video per month
- Keep each clip within up to 60 seconds
- Hire SEO experts to make your videos searchable
- Use audio descriptions or transcripts
- Ensure your video content reflects the positive public perception of your brand from start to finish
- Always use high-quality cameras

Keep Them Talking On Your Social Media

The first rule of getting any event to trend on social media is to create a hashtag everyone can get behind. It doesn't have to be overly long. However, it must be unique and catchy.

You need to post on all your social media platforms at least once a day using the hashtag. However, try to do enough research to uncover which platforms hold the majority of your event stakeholders and attendees. This will allow you to prioritize your posts.

Even with promotional posts, you should always encourage your followers to comment, like, and share.

All of the above strategies are cost-effective and easy to implement. The best part is that you don't have to handle all the tasks yourself. Partnering with the right media company will allow you to implement these strategies and more with maximum efficiency. The goal remains the same: to create an unending buzz around your event in 2021.

You can start bringing your potential visitors on board right away, for more details [please contact our team now](#).

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