

Drive ROI. Run Engaging Events.

Ready to be a pipeline hero? Learn how to create virtual events that aren't terrible and people actually LOVE. Feel confident you're driving ROI. Get promoted 🙌

Choose your next step to success:

Book A Demo

Download the Ultimate Event Planning Workbook



Ready to be the pipeline hero?

Leverage Banzai's event solutions to transform your bored registrants into paying customers.



Reach

Connect with New Audiences

[Learn More](#) →



Demio

Create Easy-to-Use Webinars

[Learn More](#) →



Reach

You sent out 5,000 email invites for your event.

Why didn't they register?

You spent weeks planning your event. Make sure your target audience shows up.

Drive More Registrants



Demio

Most of your webinar attendees fell asleep.

What was your conversion rate?

Running boring webinars won't convert your attendees to customers. Engage and delight your audience while impacting your bottom line.



Real Results from Marketers Like You

60%

Conversion Rate from Trial to Paid Customers with Demio

[Read Case Study →](#)

Nutshell ↗



ThoughtSpot.



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Make marketing more human, with us.

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Welcome To The Movement

You're here because you want a better way to market to your audience. A non-robotic, not-boring, not-gonna-kick-leads-over-the-fence, dare-we-say **human** kind of marketing that happens when relationships are formed and nurtured.

You're here because you're ready to be a part of the revolution.

Goodbye 1990s marketing. Hello **Engagement Marketing.**

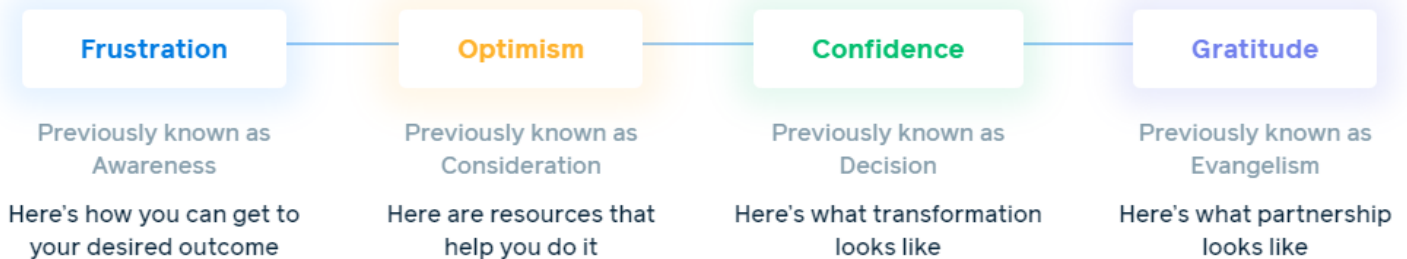


Your Map to Engagement Marketing



Human to Human Marketing

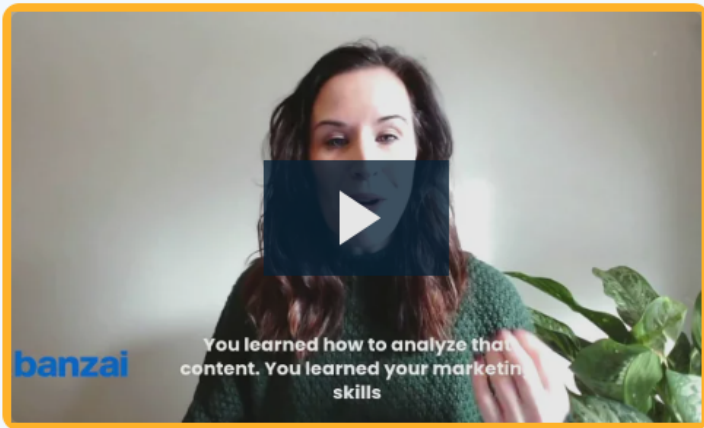
Engagement marketing is a marketing model that focuses on building relationships through two way communication channels. When we put our customer at the center of their own buying experience, we have no more use for outdated sales and marketing funnels. Instead, Engagement Marketing focuses solely on the emotional states that guide buyers toward their desired outcome.



Dig into the four tenets of Engagement Marketing below.



Relationship-Centered



Two Way Channels > One Way Channels

Drive connection, not lead numbers.

Today's marketers have mastered one way communication with their audience. Whether it's email, social media, blog posts, or website copy, they've gotten good at pushing their message out to their audience. But without the leverage of two-way communication channels, marketers today are failing at connecting, educating, and building authentic relationships with their audience.

Join us at an upcoming event. Let's build a relationship.

Webinars & Events

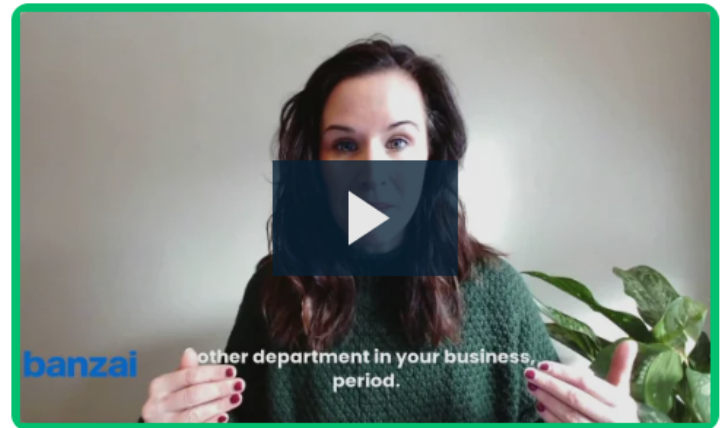


Full Funnel Marketing

Marketing Generated Opps > Leads

Influence every stage, not just the first.

Your audience's buyer's journey isn't linear and it isn't a funnel 🌀. It's a complex maze of brand impressions, and marketers need to take ownership in building impactful relationships at every point. The first step in driving impact? Begin measuring marketing-sourced pipeline instead of lead numbers.

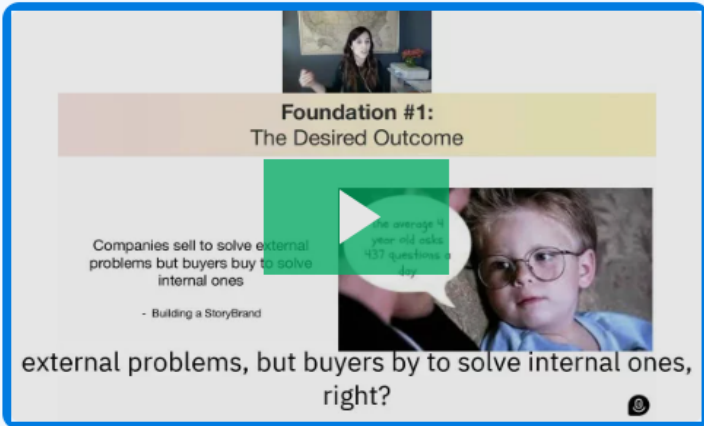


Dive into our guides and downloads to turn theory into action.

Downloads



Audience Obsessed



[Internal Drivers](#) > [External Challenges](#)

Bye bye pain points. Hello desired outcome.

Stop focusing on "pain points" and start identifying the desired outcome of your audience. Doing so will automatically shift your attention more clearly on helping them get where they want to go, by identifying the internal drivers that motivate them. As Donald Miller shares, "Companies sell to solve external problems but buyers buy to solve internal ones."

Dig into more audience-obsessed learnings on our blog.

Blog

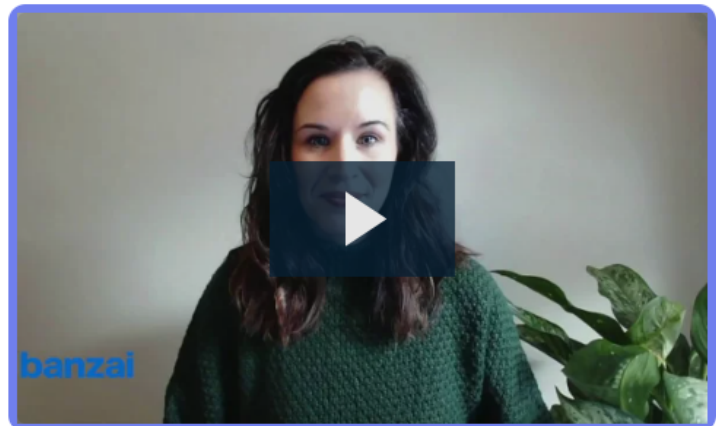


Community

Thousands of Marketers > 1

Stop marketing in a silo. Learn from marketers just like you.

Engagement Marketers need to learn how to empathize, listen, take risks and encourage bravery from their audience. Wanna know how to level up these skills? Practice. Share information and learn from other marketers in the Engagement Marketing Movement.



Subscribe to our newsletter and gain insight
from the industry's top engagement marketers.

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Event Planning Workbook: How to Run an Event That Isn't Terrible

 Download



Hi there, Future Pipeline Hero!

You're well on your way to hosting events that blow the socks (and maybe even shoes) off attendees.

This workbook will help you:

- Establish SMART (and we mean *really* smart) goals
- Determine exactly who your target audience is and what matters to them
- Decide on a relevant, engaging event topic
- Choose an event format (in-person, virtual, hybrid) that works best for your audience
- And much more!

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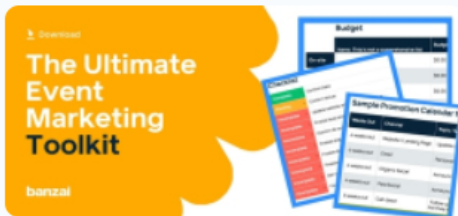


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<https://www.banzai.io/downloads/event-planning-workbook>

The Ultimate Event Marketing Toolkit

 Download



Hi there, fellow Event Marketer!

Get ready to create engaging, fun, inspiring events that drive ROI (and keep attendees engaging with your brand long after your event is over).

Your Toolkit includes tips and strategies for:

- Setting achievable, impressive goals
- Determining an appropriate budget
- Managing the wild world of event logistics
- Developing an exciting agenda
- Sourcing the right speakers-And much more!

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March 4, 2019 • Event Strategies

4 Essential Event Success Metrics

By: Corrine Stratton

Here are the top four event success metrics you should be reporting.

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Since early 2020, 67% of marketers have [increased their investment in webinars](#). A higher investment often comes with more attention from leadership and an even greater need to prove ROI.

So, what makes a successful event?

Event success looks different for everyone. It depends on whether or not your event hits its [SMART goal\(s\)](#), and it's up to you to determine the metrics you should measure.

BUT we can still help. Here are the top metrics that indicate event success and provide insight on how to produce events that drive business results.

1. Number of New Target Audience Contacts

Utilizing events as a [top-of-funnel marketing channel](#) is a no-brainer. These add new event contacts to your marketing database, which expands the reach of your emails, paid advertising, and all other marketing efforts.

Beware though! Adding new contacts to your database can quickly turn into a [vanity metric](#) if you're not picky about the new contacts you add and report. Having your mom register for your webinar is great (Hi, Mom! 🙌), but unless she fits your [event target audience](#), her addition to your marketing database is not impactful.

2. Registration and Attendance Rates

The ratio of registrants to attendees can tell a lot about the effectiveness of event planning.

Hitting a registration goal is great: it means people found your event topic and

...making a registration goal is great, it means people found your event topic and content interesting and took the next step to register and learn more.

But did they attend? Does it even matter?

Our answer is yes. After all, no one likes an empty room, especially speakers and sponsors. Understanding your attendance numbers enables you to set expectations for future events and get the great speakers and sponsors coming back for more.

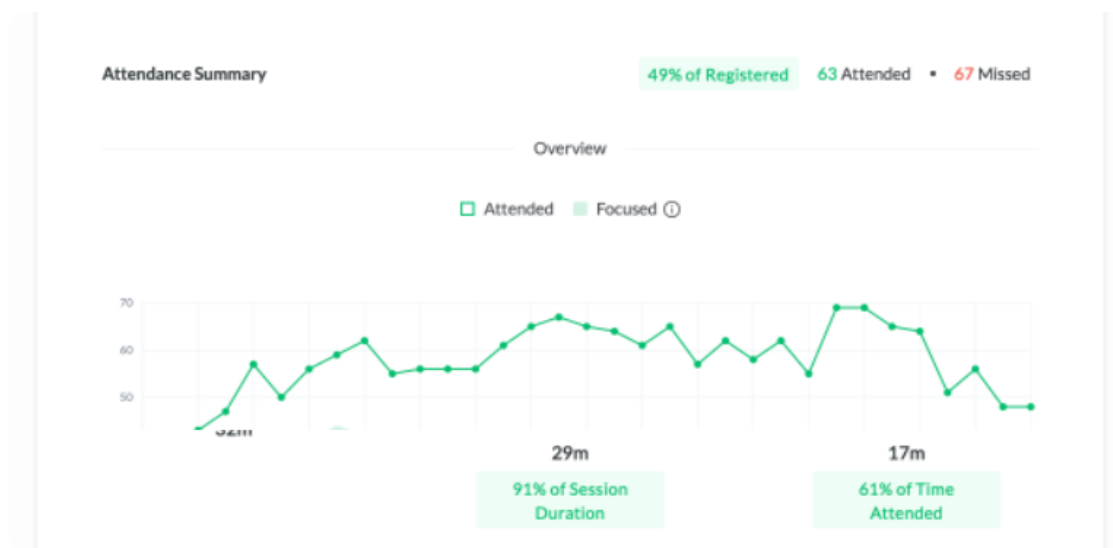
Attendance numbers also shine a light on what worked well and what aspects of your event need to be reevaluated. Was your attendance rate lower than expected? Now is the chance to understand why and correct your course for future events. Here are a few questions to ask yourself:

- Was the event timing right for your audience?
- Did registrants feel comfortable traveling to your event?
- Did you have an effective confirmation and reminder campaign?
- Was your virtual event technology user-friendly?

Event registration and attendee metrics are a great pulse check on whether or not your event was a success, but they don't tell the whole story. Once you know these numbers, it's important to dig into the "why" and adjust your event strategy accordingly (or keep doing what you're doing, rockstar 🤘).

3. Audience Engagement

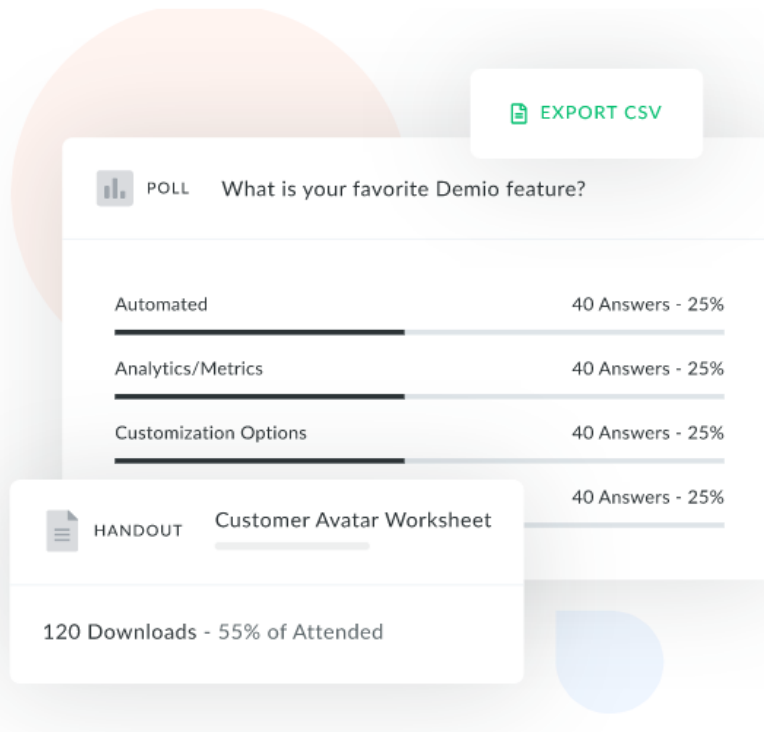
An engaged audience is a marketer's dream. Increased engagement tells you your event is hitting the mark; your attendees find value in the content and are active participants.



Engagement metrics to measure include:

Engagement metrics to measure include.

- Average length of attendance
- Average time focused
- Poll participation
- Email sign-ups
- Content downloads
- Q&A participation
- Clicks on Featured Actions



The beauty of event engagement is that it tends to have a snowball effect. Your attendees witness others sharing and being active, and are willing to do the same. Your events then become the must-attend event of the week/month/year.

4. Lead Conversion

Did you know [73% of marketers and sales leaders find webinars to be one of the most reliable ways of generating quality leads](#)?? A great event may be exactly what a person needs to convince them to become a customer. Understanding how events impact the funnel and drive ROI for your business enables you to tailor your events so conversion is top of mind.

Conversion metrics to measure include:

- Demos booked
- Free trial sign-ups
- Influenced opportunities

- Deals closed

A clear understanding of the metrics that matter for your event lets you [tell the story of your event with data](#), set benchmarks for future events, and showcase your overall event ROI.

Looking to increase event success and deliver ROI? Download Banzai's event planning workbook, [How To Run an Event That Isn't Terrible](#).

Spread the Word!



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