



# Fascinating Event Marketing Stats



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This presentation is based on 2010 Constant Contact survey data from 931 respondents including 320 nonprofits, 304 B2B, and 307 B2C companies.



1



Why Events?



79%

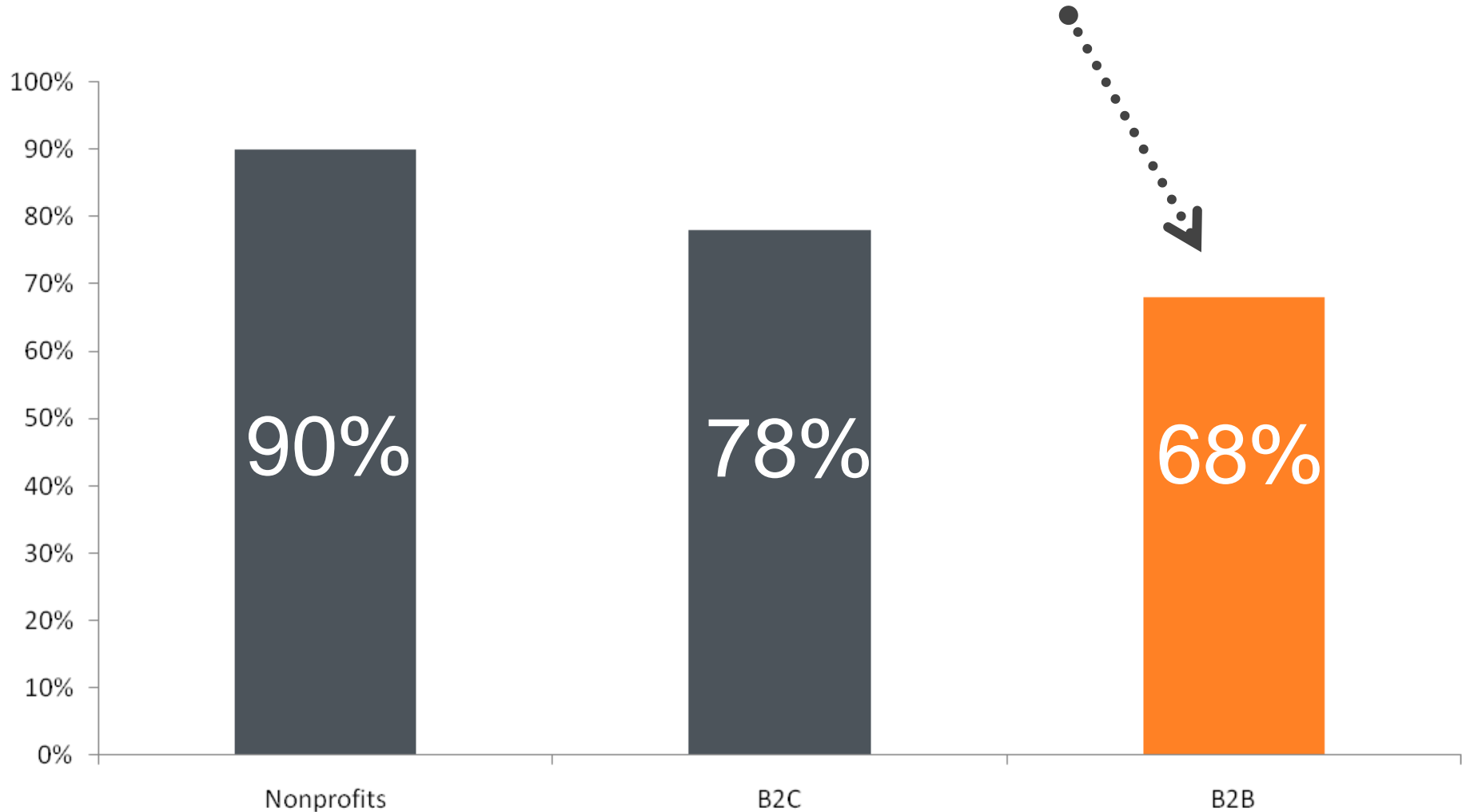
rank events as  
**important** to  
their business.



90%

of nonprofits rank  
events important or  
very important .

# B2B companies are least appreciative of events.

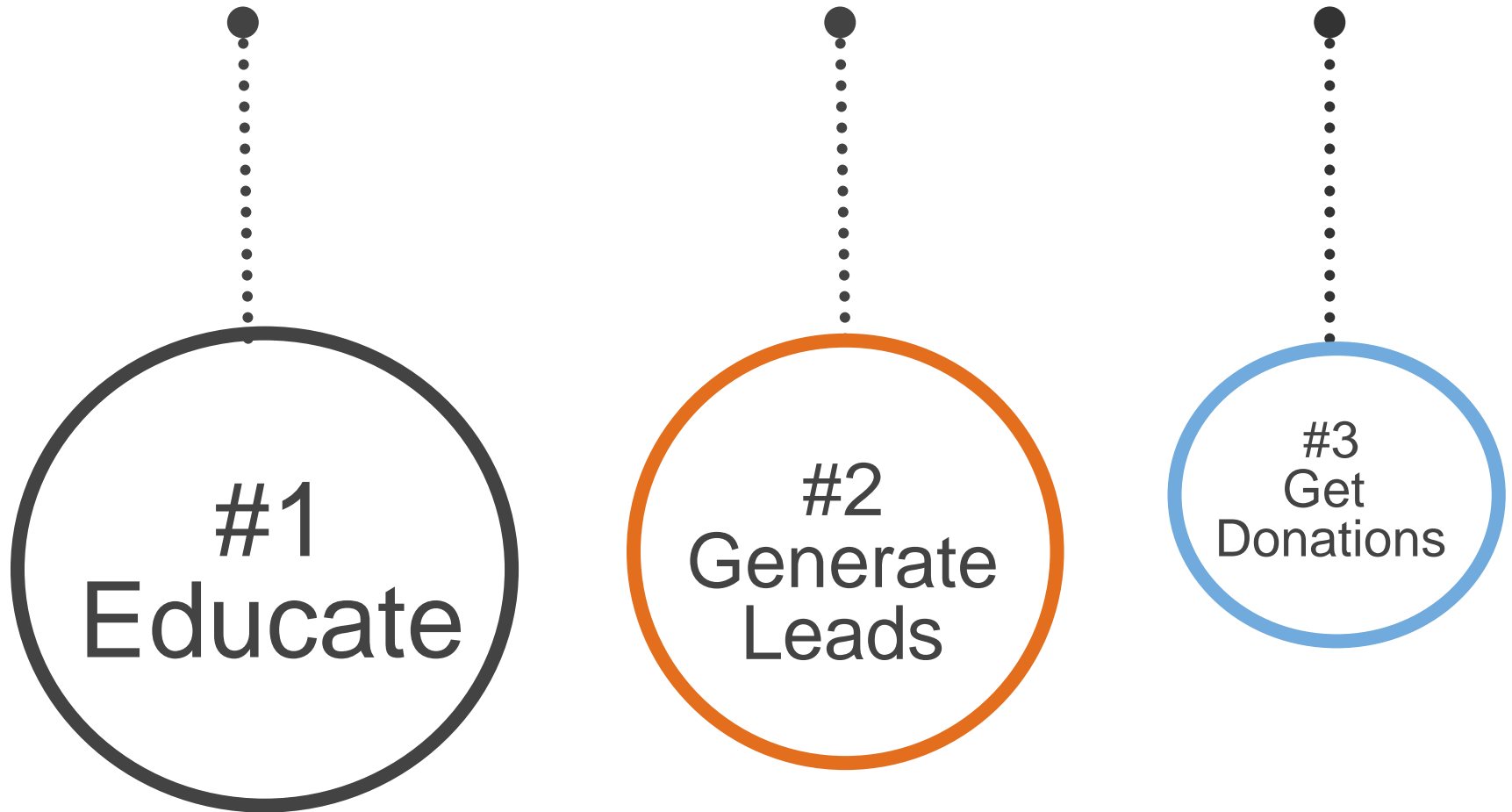


2



Event Types

# Top reasons to host events:



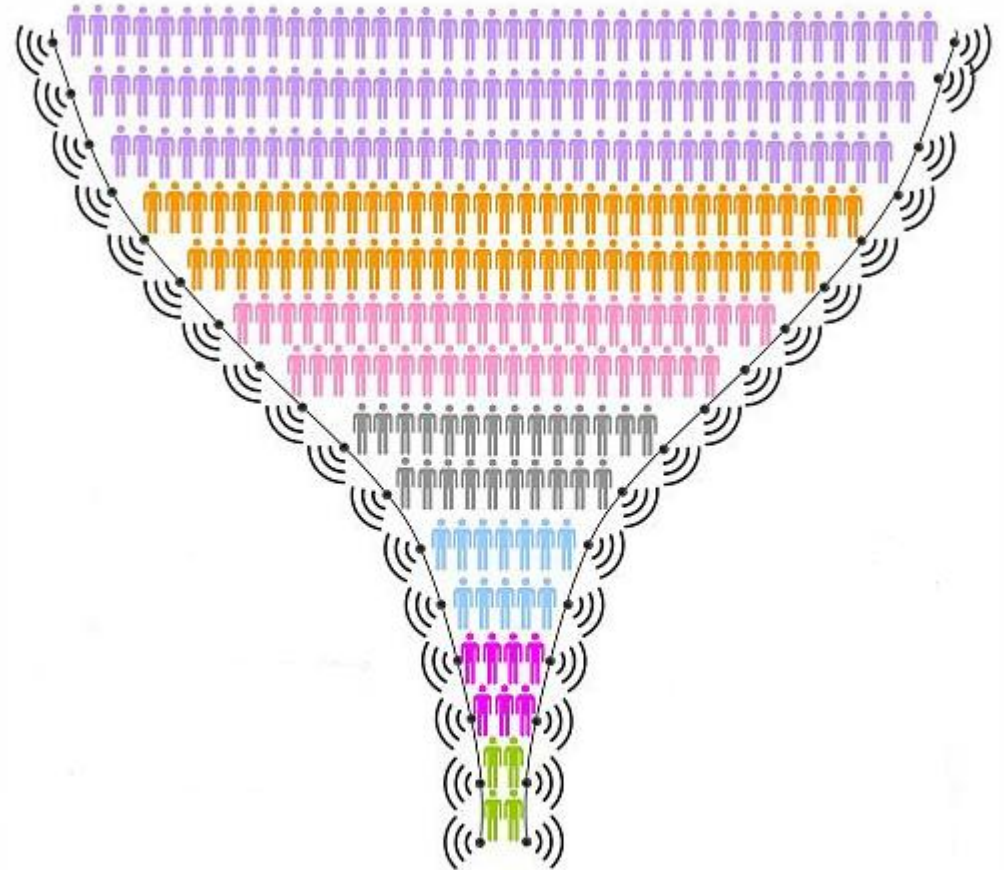
# Educate

ranks as the most important reason for hosting events.



# Generate leads

ranks as the 2<sup>nd</sup> most important reason to host events.

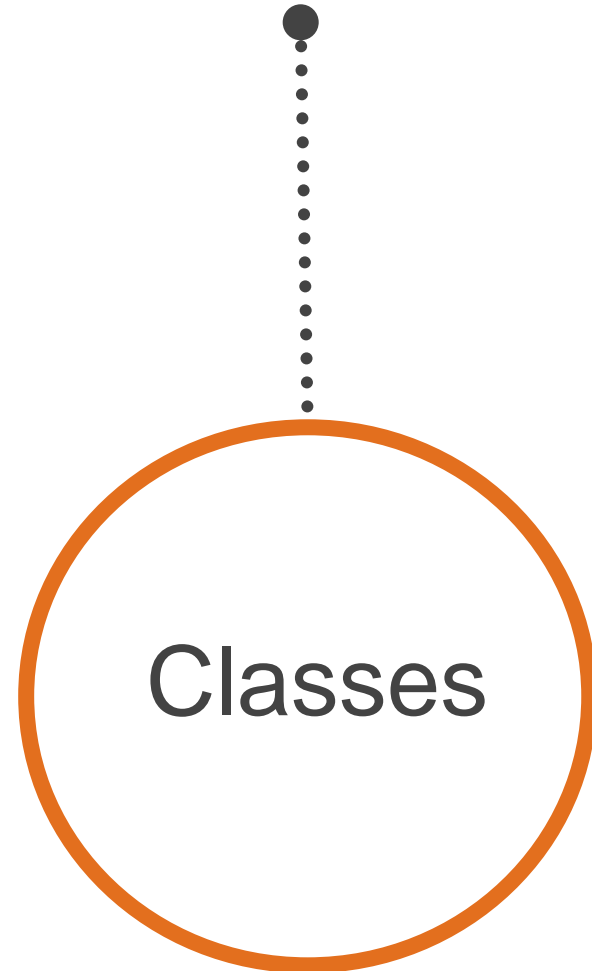
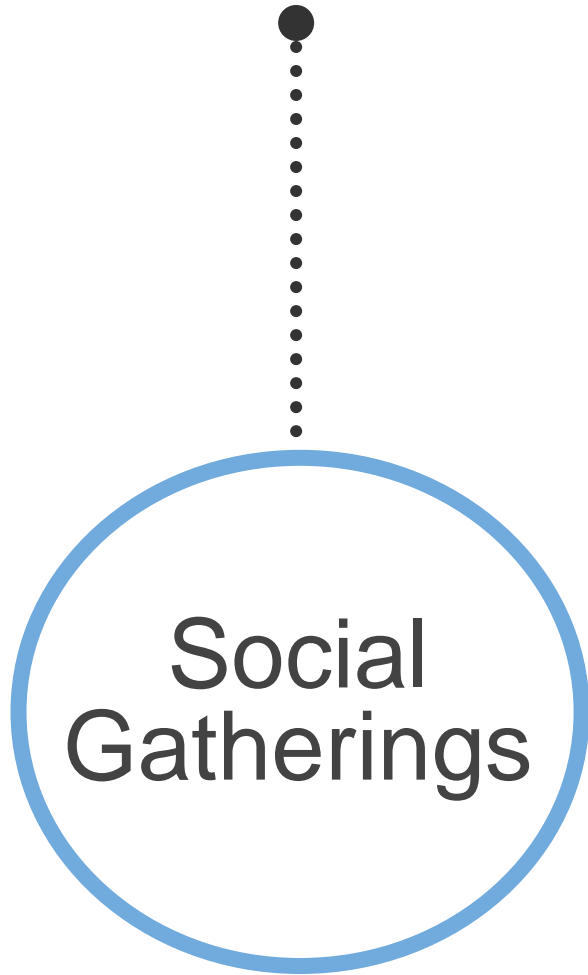


# B2C companies

rate “Promote/Sell”  
more important  
than B2Bs and  
nonprofits do.

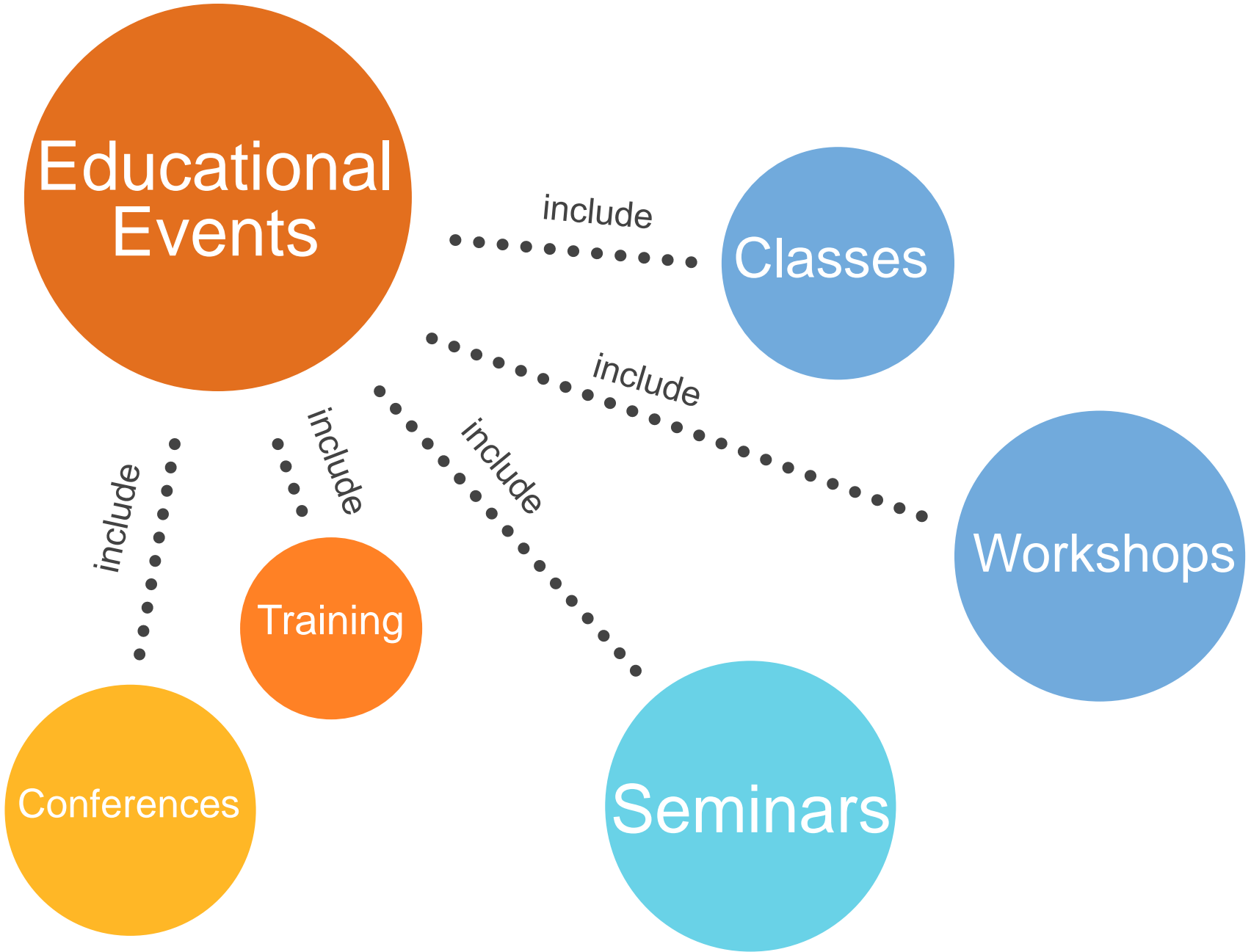


# Most frequent types of events:

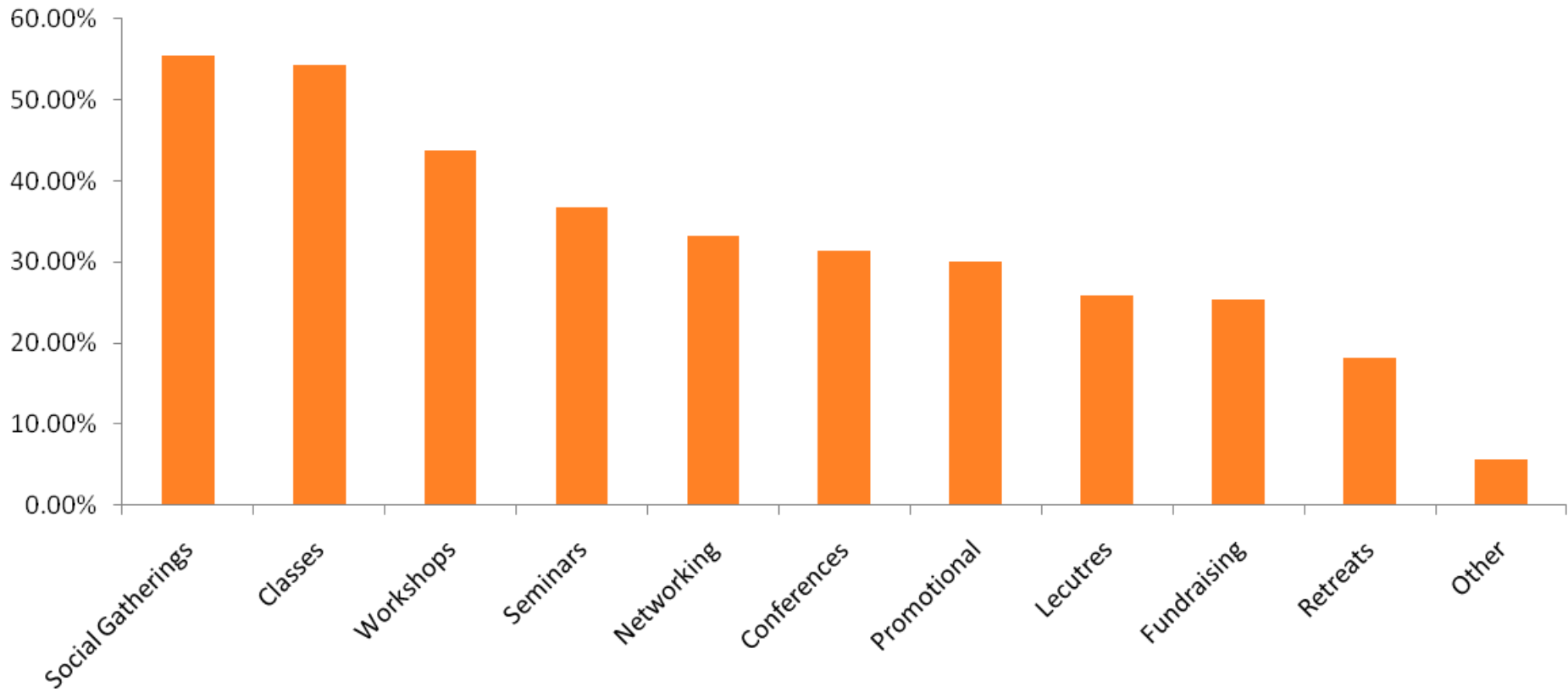


Most  
businesses  
hold **educational**  
events.





# Importance of Events by Type

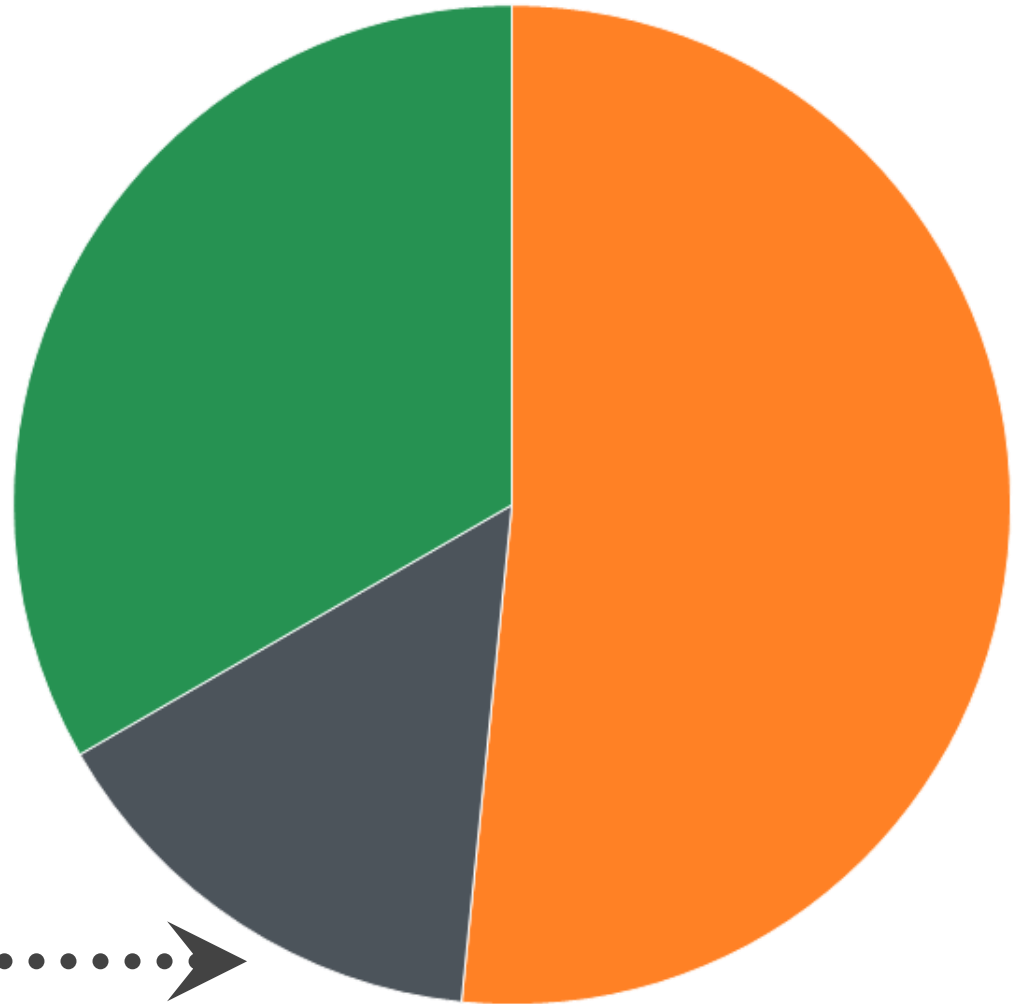


# Nonprofits...

A large audience of people is seated in a conference hall, facing a stage. A speaker is standing at a podium on the stage, presenting. The audience is diverse in age and appearance, and many are looking towards the speaker. The room has a modern, professional feel with recessed ceiling lights and a large screen in the background.

...host more  
conferences than  
B2B & B2C  
combined.

**14%**  
of B2Cs hold  
conferences.



■ Nonprofits ■ B2C ■ B2B

# B2B companies

hold classes  
more often  
than other  
events.



# B2C companies

hold  
social  
gatherings  
most  
frequently.



Nonprofits use  
**more types**  
of events.

3



Event  
Planning



Nonprofits  
spend the  
most time  
**planning**  
their events.

Most B2B  
companies spend  
**5-8 weeks**  
planning an  
event.



4



Event  
Promotion

Event marketing  
usually consumes

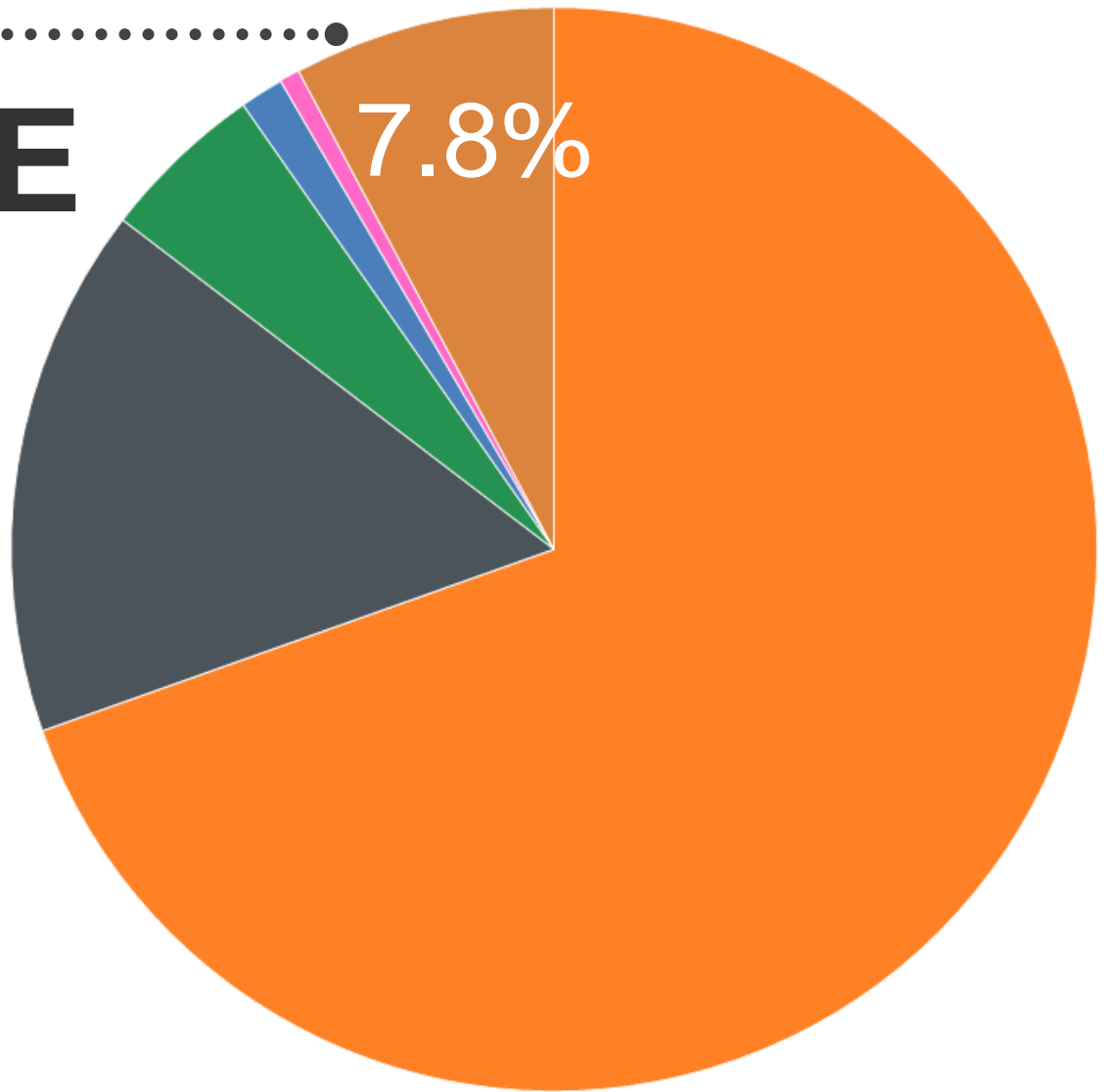
A black wallet is lying on a light-colored gravel surface. The wallet is open, showing a card inside. The text is overlaid on the wallet.

$\leq 20\%$   
of budget.

are ←.....●

# NOT SURE

how much  
budget goes  
to events.



0%-20% 21%-40% 41%-60% 61%-80% 81%-100% Not sure

5

5

is the  
average #  
of

promotional  
methods for  
events.

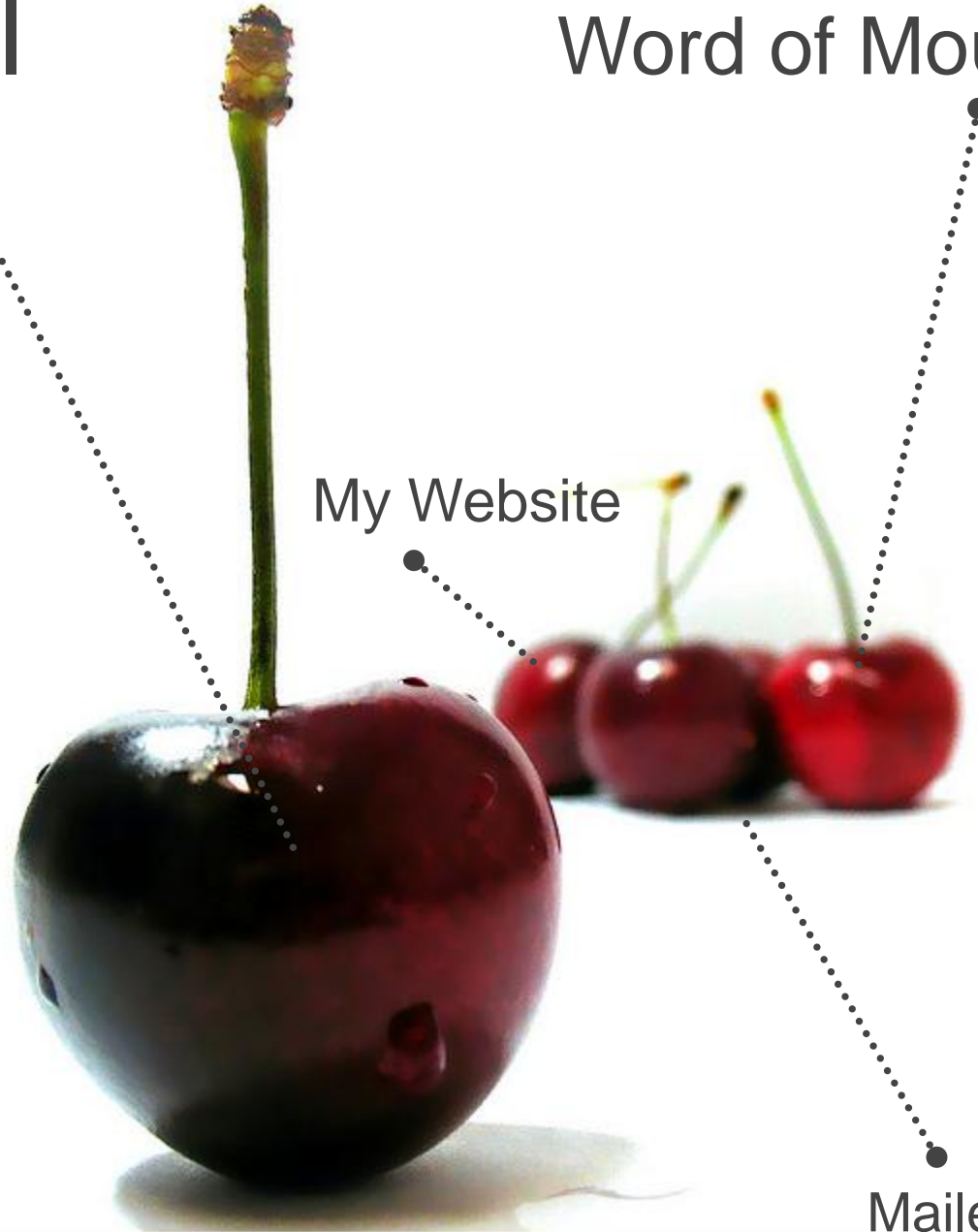
# Most Used Event Promo Methods:

Email

Word of Mouth

My Website

Mailed  
Invites



# Email

is used most often for event marketing.



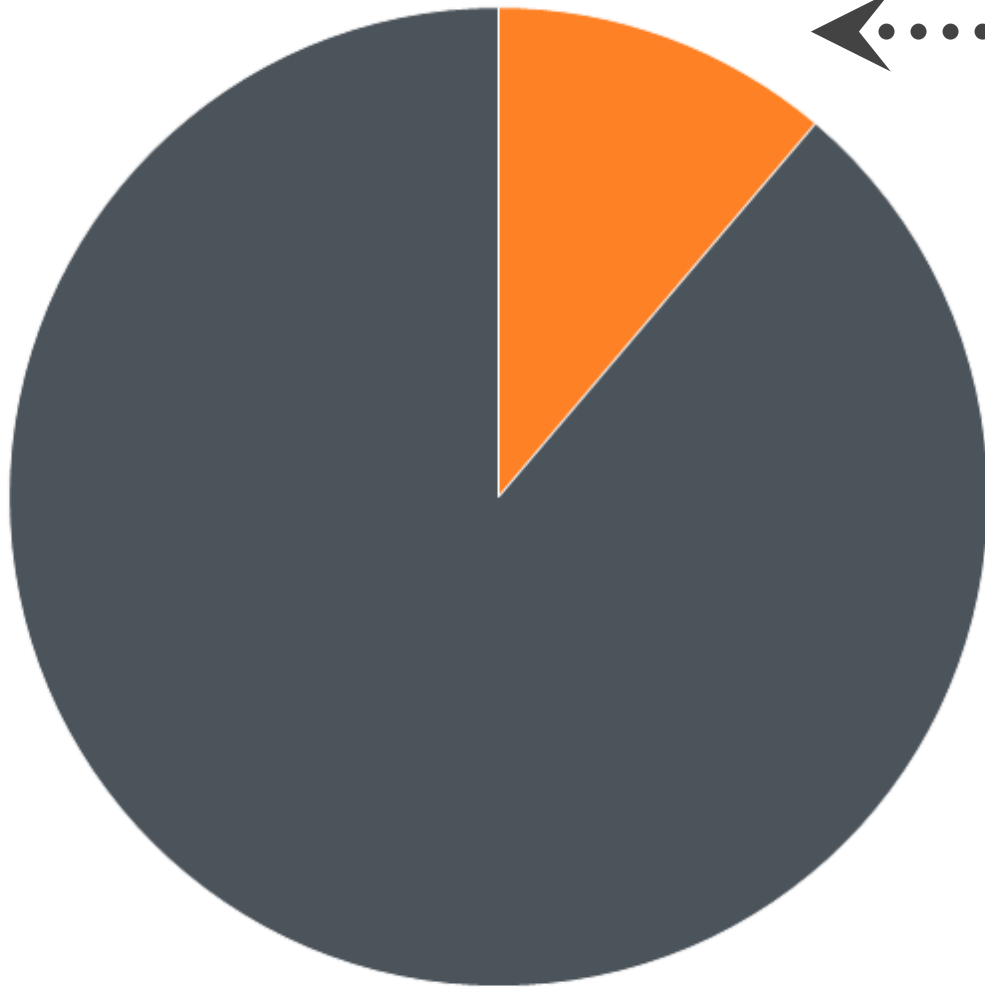


40% use  
**social media**  
for event marketing.



Magazine ads are  
**used least**

often for event  
marketing.



■ Blogging ■ Other Promo

*Only*  
**11%**  
use blogging  
for event  
marketing.



47%  
still mail  
invites.

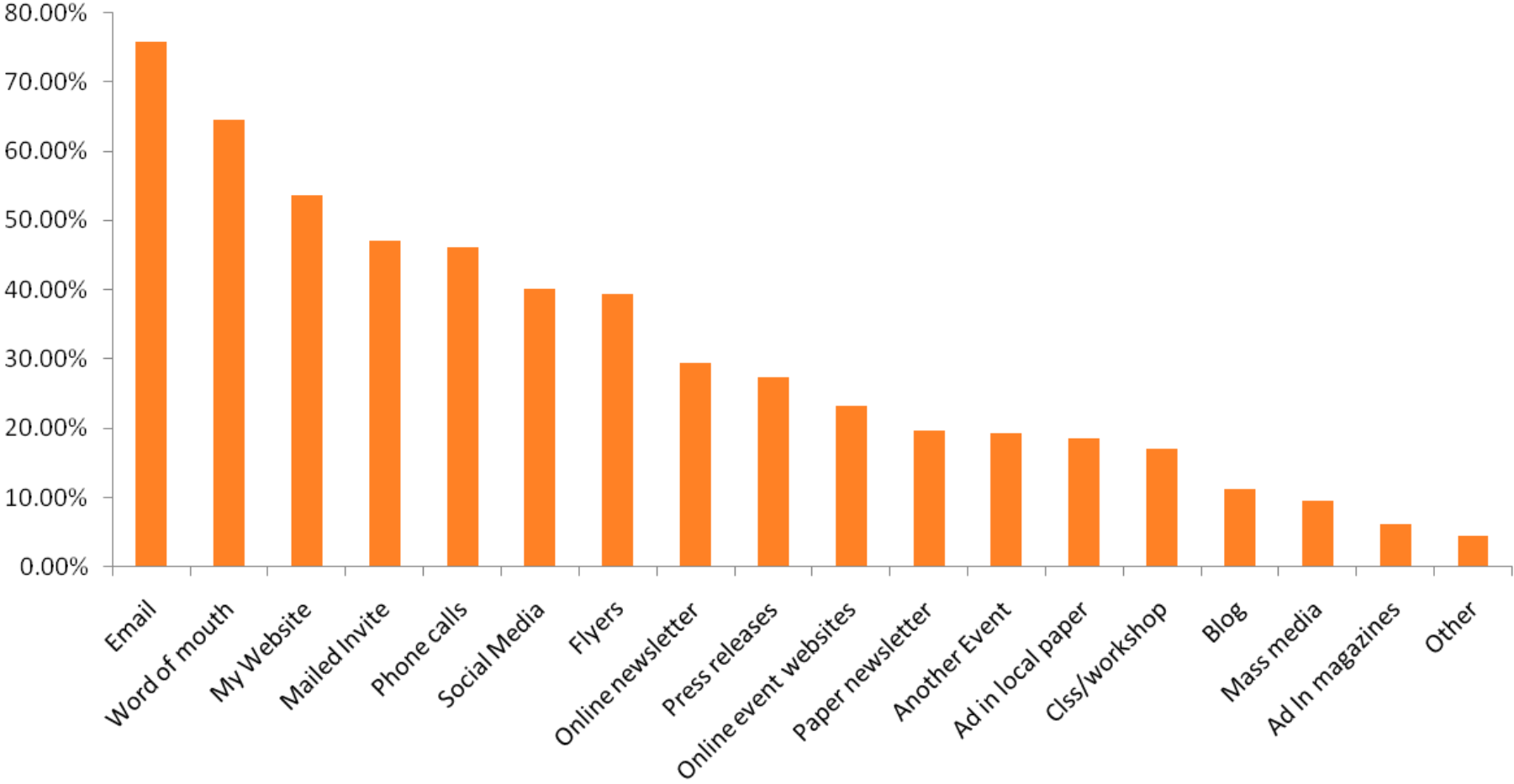


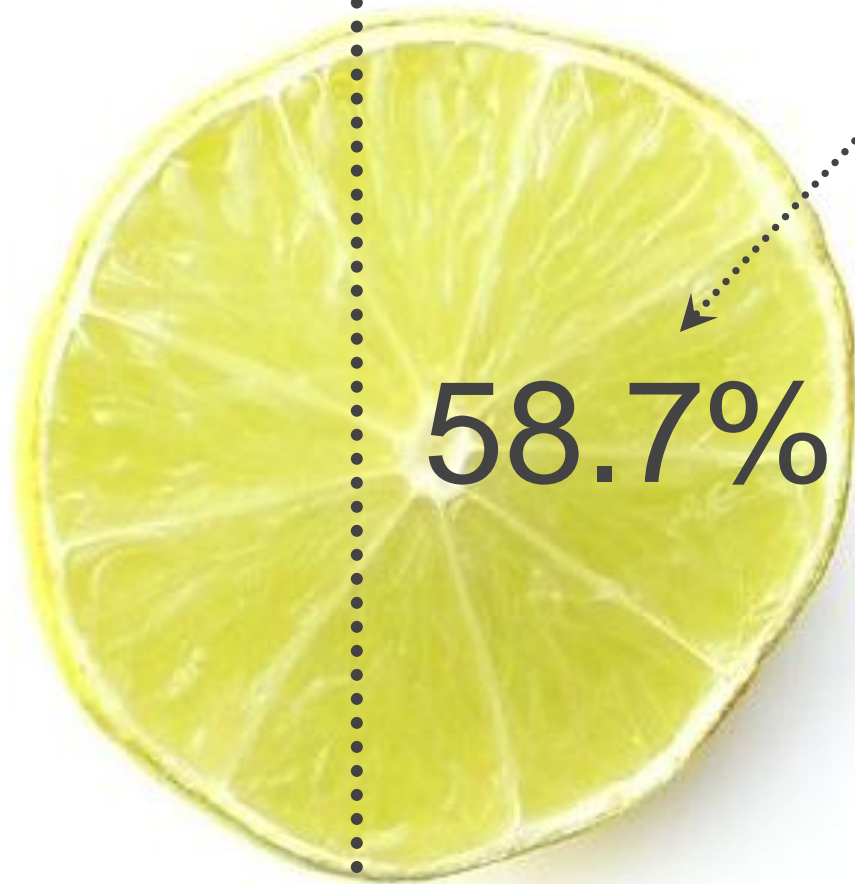
More than  
27%  
send



press  
releases.

# Ranking of Most Used Promotional Methods:





are  
unlikely to  
rely on  
**social  
media** for  
event  
marketing.

**B2Cs**  
are most likely to rely on  
social media for event marketing.



# B2Bs

are most **unlikely** to rely on



for event marketing.

5

Events &  
Fees

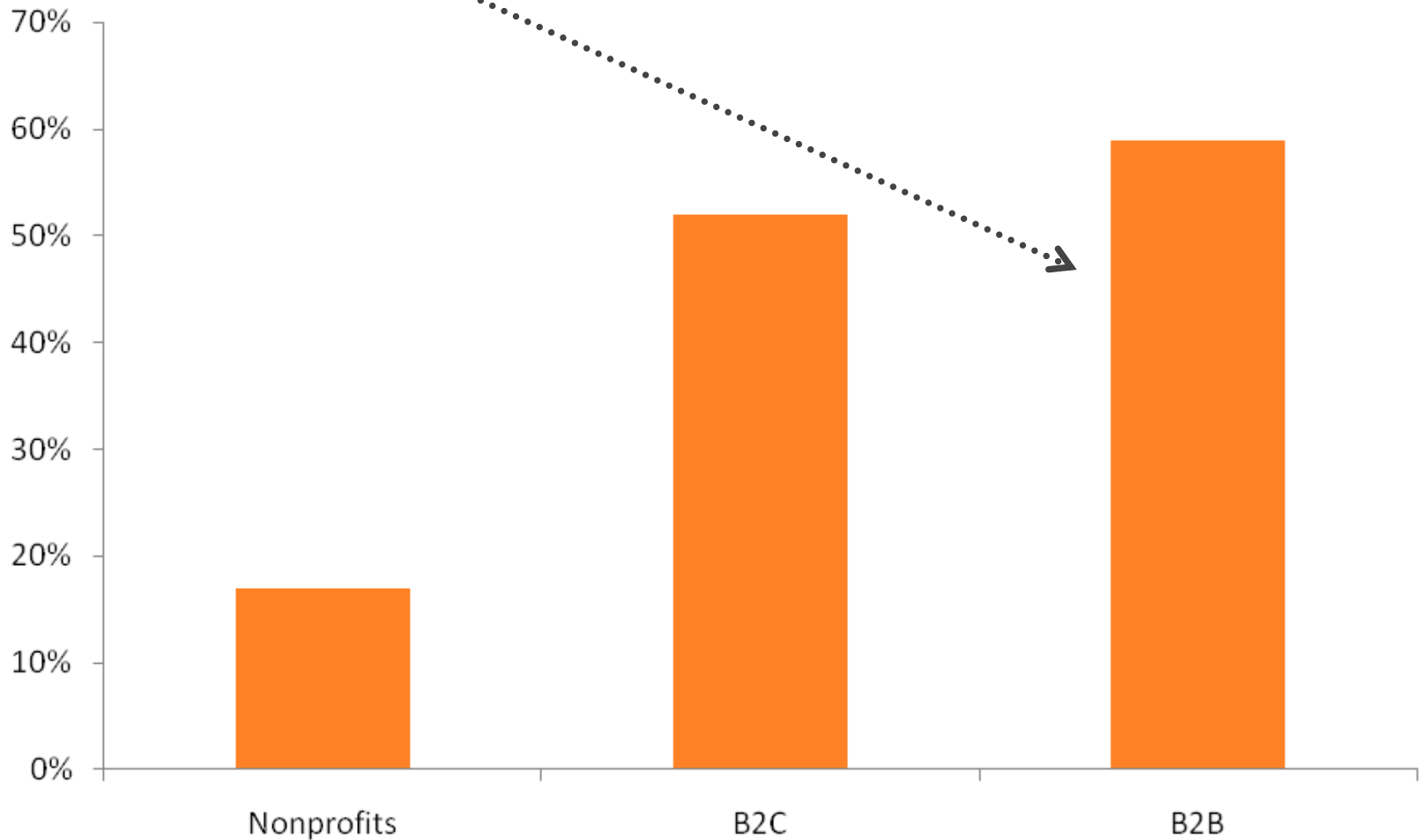
Most companies  
**don't charge**  
for events.



<10%  
**always**  
charge a fee.



# 59% of B2Bs **never** charge for events.



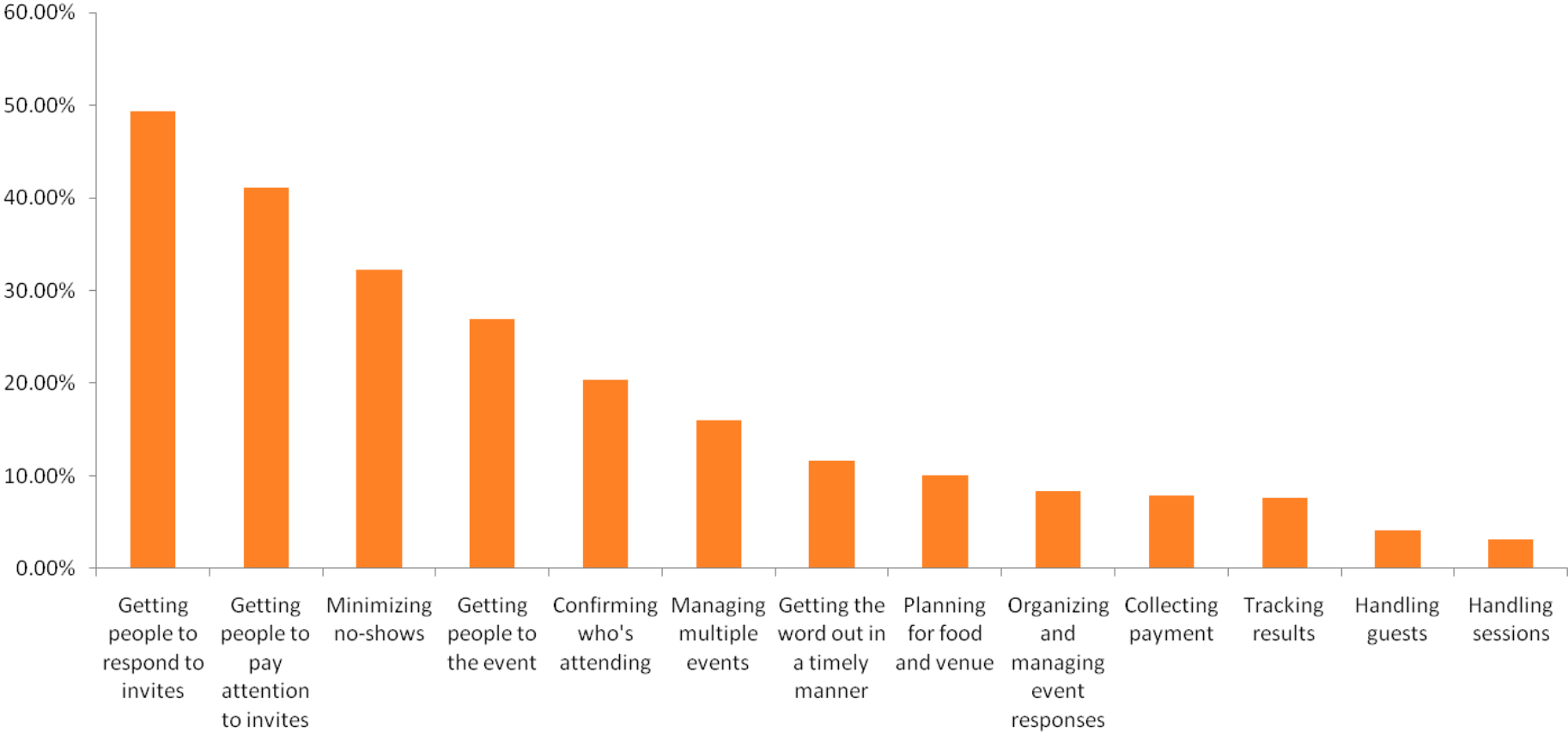


Nonprofits  
charge for  
events  
more than  
any other  
business.

6

Event  
Marketing  
Challenges

# Biggest Event Marketing Challenges:





Nearly

**50%**

can't get people to  
respond to invites.



26.4%  
don't know  
which online  
tool to use.

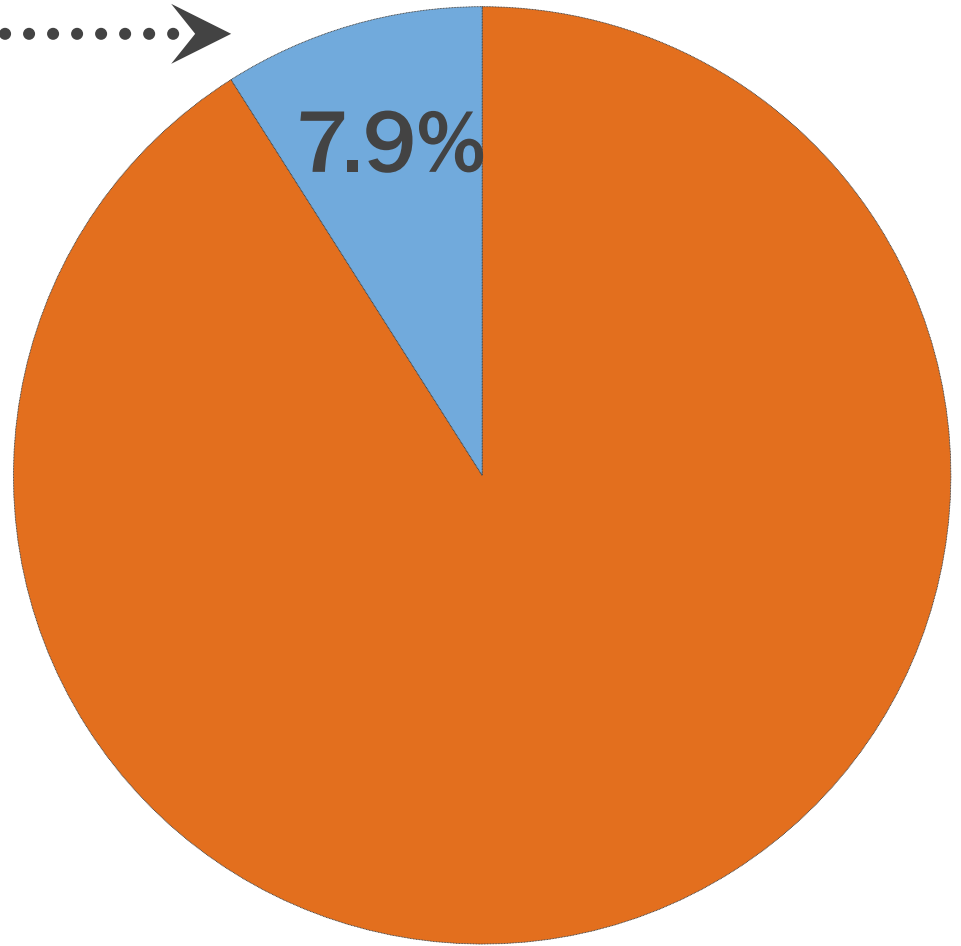
13.6% have  
**no experience**  
using online tools.





Nonprofits are more likely to use an online tool for event marketing.

**Few**  
respondents  
had difficulties  
collecting fees.



Learn more about event  
marketing in our webinar:

[www.HubSpot.com/events](http://www.HubSpot.com/events)





**THANK  
YOU.**