



designing the right content strategy for b-to-b events

How to maximize the value of your events through video strategies that drive viewership

FIVE WAYS TO AMPLIFY CONTENT FROM B-TO-B EVENTS

Once you're armed and ready with a content strategy for your b-to-b event it can be easy to forget that your live-streamed and on-demand video content requires just as much promotion as your live event.

Remember: "If you build it, they will come," doesn't apply here.

"You really have to work just as hard on promotion and knowing what you're going to capture and knowing how to drive people to it after the fact," says Nadine Licostie, Principal and Executive Producer at Red Thread. "The live experience will be measured by your ability to promote it. If you sell tickets to your live event, you also have to direct people to see the live stream so that they will tune in."

Here are five ways to amplify your live-stream and on-demand content

1 Buy Ad Time

Even a conservative investment in some highly-targeted websites can give your 10- to 15-second pre-roll ads the exposure they need to drive viewership for your event content. Make sure the pre-roll ad hits your key messaging hard and quickly, that there's a call to action and that clicking on your ad offers an immediate reward, like a white paper, a free download or access to other in-demand industry intelligence.

2 Tell Them How to Share It

The attendees coming fresh off your event are the most likely to share your event's content, so make sure they know that the content is available, how they can access it and, most importantly—how they can share it. "That's your best amplifier: people who are attending your event," says Licostie.

3 Keep the Programming 'Live'

Make sure that the material from your previous shows are also available in a user-friendly, on demand format that clearly lists all of what's available. Keep a "digital event schedule" on your event website and send it out to registered attendees once they've signed up to let them know they can share the content with their team. "It's a great value add to say, 'You'll be able to share this,'" says Licostie.

4 Leverage Strategic Partnerships

One economical way to share your content is through a strategic partnership that lets you tap into the audience and reach of another organization. One of Red Thread's non-profit clients had a partnership with a major airline that enabled them to expose their work, via an emotionally impactful video, to millions of new people.

5 Tease Out the Emotional Stories

Emotional stories, whether they're funny or deeply moving, have a much higher chance of being organically (translation: at no cost) shared than content that doesn't pull at our heartstrings. Even banks and software companies can change lives through affordable housing loans and life-saving technologies. Look for those emotional elements to your business and leverage your content strategy to capture them. When that's done well, the sharing and amplification part will happen on its own.

"It's really important to find those stories that move people," says Connie Grazia, Principal and Executive Producer at Red Thread. "You want to look for the emotional stories that are changing people's lives."