

Gathering More Event Attendees Using Email and Social Media

Overview

Client: **Alvernia Center for Entrepreneurial Leadership**

Industry: **Education**

Services: **Social Media
 Email Marketing**

Results

- Increased number of attendees to events
- Increased social media following

Challenge

The **Center for Entrepreneurial Leadership (CEL)** at Alvernia University is an educational program for business leaders in the Greater Reading area. With its connection to both national and local businesses, the center has become a resource for business leaders and has brought them together with influential speakers who offer insights on all angles of business. Slice has worked with this organization to increase their engagement and help draw in more attendees for their monthly events using social media and email marketing strategies.

Insight

For each event, Slice executes a promotional campaign aimed at increasing the number of signups for the events.

Before each event, Slice announces the event through social media and email. Our messaging plan involves not only promoting the event, but also leveraging the speakers as thought leaders and tying in relevant news and articles to build upon the progression of the yearly theme.

During the event, Slice engages with both the attendees and the CEL's followers across social media by live tweeting and posting live pictures and videos.

Once an event is over, our work is not done. After the event, we follow up across social media and email with the takeaway messages from the event and thanking the participants and sponsors who helped the event take place. We then prepare for the next event and start promoting again, using recommendations from previous events to guide our plans and tactics.

Success

Prior to Slice's involvement, registrations for the events were in the single digits. However, after using social media and email marketing to promote the events, our registrations began to increase to over 50 attendees per event.

