

A close-up photograph of a computer keyboard, showing several keys in the foreground and background. The image is partially obscured by a large blue diagonal overlay that covers the right side and bottom of the frame. The lighting is warm, highlighting the texture of the keys.

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# UNLOCK THE POWER OF TELEMARKETING: GROWING YOUR LIVE AUDIENCE AFTER COVID

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# INTRODUCTION

As the world begins to emerge from the COVID-19 pandemic, many businesses are looking for ways to rebuild their customer relationships and generate new leads. One area that has seen a decline in recent years is the physical attendance of customers to live events.

Telemarketing can provide a solution to this problem, by offering a direct, personal approach to reach out to customers and drive attendance to these events. In this report, we will examine the benefits of telemarketing, including the challenges faced by live event organizers in the new post-COVID landscape, the advantages of telemarketing compared to other marketing channels, and examples of successful telemarketing campaigns.

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*95% of event marketers believe that face-to-face interactions are essential for long-term business relationships*

<https://welcome.bizzabo.com/reports/event-marketing-2020>

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# ARE LIVE EVENTS BACK?

- 98% of event organizers are planning to host at least one 1 in-person event in 2023, while 85% plan to host at least three and 35% plan to host at least 10
- 67.5% of event planners are no longer concerned about COVID-19
- 41% of event professionals are putting on more events in 2023 than they originally planned
- 55% of event professionals are planning to have most of their events be in-person experiences
- 67% of event professionals believe in-person meetings will return to their pre-pandemic numbers within one to two years



# CHALLENGES IN THE POST-COVID WORLD

Live event organizers face a unique set of challenges with the rise of work-from-home (WFH) and increased virtual activities, there has been less emphasis on face-to-face meetings, and therefore less effort made to drive live attendance to events. This has resulted in a decline in customer relationships and sales/lead generation.

Telemarketing can help to address this issue by providing a human touch that emails and letters lack. The human element of telemarketing can be a crucial factor in improving attendance at live events, as it allows for a deeper level of connection and understanding between the company and its customers.

# TELEMARKETING IN THE MARKETING STRATEGY

## GUEST LIST

At the beginning, Telemarketing can be utilised to confirm the accuracy of your data associated with your list of attendees, as data decay can result in inaccurate information.

## INVITATION

After the invitation have been sent out by email or other means, Telemarketing can also be used to confirm the receipt and answer any questions that may be unclear in the original message.

## CONFIRMATION

Telemarketing can be used to call a few days or weeks before the event to make sure there have been no last-minute changes and remind attendees of the event.

## FOLLOW-UP

It can be worth following up with your attendees after the event to gain feedback and see what worked and what didn't as well as check they have got all the information they wanted from the event.

# GOALS AND METRICS

Telemarketing can improve general attendance to events and can help finalize appointment times. It can also improve the general customer experience by providing attendees with an option to discuss any questions they may have and uncover any feedback they wish to provide to the company. This feedback can provide insights into the customer's needs and preferences, which can be useful for future sales.

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*90% of B2B Event organizers list 'figuring out how to reach new attendees' as their main challenge*

<https://www.eventbrite.com/blog/event-statistics-ds00/>

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# ADVANTAGES OF TELEMARKETING

Telemarketing provides a personal touch that other marketing channels lack. It allows for direct feedback from attendees that emails or letters cannot provide. Telemarketing can uncover opportunities beyond attendance, such as requests for meetings, quotes, or further information. It can also help to build stronger relationships with customers by providing a human connection.



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*Only 12% of events have teams of ten or more people. The most common number is 2 to 5 employees (45% of events)*

<https://www.eventbrite.com/blog/event-statistics-ds00/>

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# LEGAL AND ETHICAL CONSIDERATIONS

When conducting telemarketing campaigns for live events, it is essential to consider legal and ethical considerations. The use of high-quality telemarketing firms can help to ensure that customers are treated with care and respect. If a customer is not interested in attending an event, they may find it more comfortable to tell someone that they want to unsubscribe rather than go through the process of unsubscribing themselves.

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*90% of people will spend more with companies that personalize the customer service they offer them*

<https://cx-trends-report-2022.zendesk.com/download>

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# SUCCESSFUL TELEMARKETING CAMPAIGNS

Several successful telemarketing campaigns have resulted in increased live audience attendance. For example, the Microsoft Build conference used telemarketing to reach out to attendees who had not registered for the event and encourage them to attend. This resulted in a 30% increase in attendance, compared to previous years where telemarketing was not implemented (Microsoft, personal communication, 2022)



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*91% of organizers believe that providing their attendees with a personalized event experience is important to them*

<https://welcome.bizzabo.com/reports/event-marketing-2020>

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# DO YOU HAVE AN EVENT COMING UP?

If you are planning an event in the future reach out to Perfect Pitch Lead Generation to implement a successful telemarketing strategy and increase your attendance

[Hello@PerfectLeadGeneration.com](mailto:Hello@PerfectLeadGeneration.com)

