

2020

VIRTUALIZATION GUIDE

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| The quickstart guide to virtually anything

How to make a personal connection even when
you can't connect in person



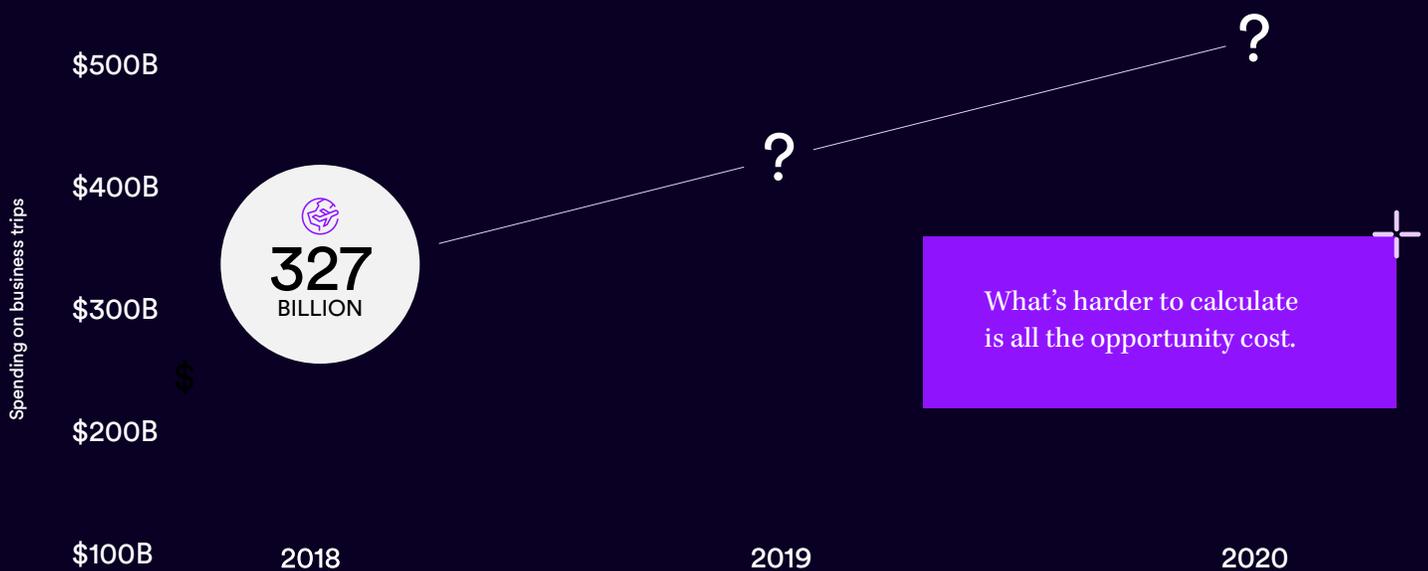
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“The spread of the virus across the U.S. has already caused the scuttling of more than 50 major corporate events, with an estimated attendance of 940,000 people, according to data.”

Bloomberg News

“Much of the economic impact is obvious. Those attendees aren’t flying, staying in hotels, ordering Ubers and racking up bar tabs on the corporate Amex. In the U.S., spending on business trips rose to \$327 billion in 2018 — up 22% from five years earlier.”

Bloomberg News



Don't stop the conversation. Find new ways to connect. In times of crisis, your audience will energetically seek out specific types of content relevant to their evolving needs. Share crucial, current info, virtualize tools and resources, and lighten the mood by having some fun. You can deliver empathic, meaningful content now that resonates long-term as positive customer experience and brand loyalty when markets bounce back.

Now that most non-essential travel is discouraged and many industry-leading shows and events have been canceled or postponed, you need ideas on how to best redistribute that budget.

| 6 ways to virtualize your marketing



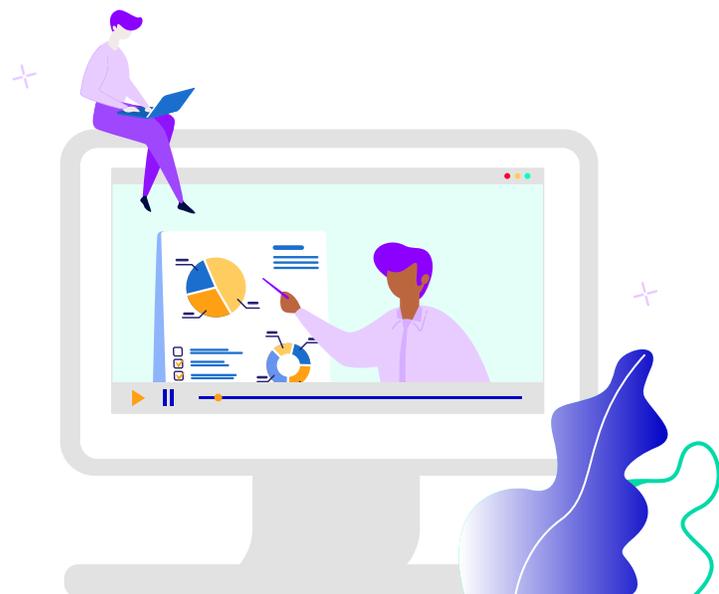
ONE | INTERACTIVE WEBINARS

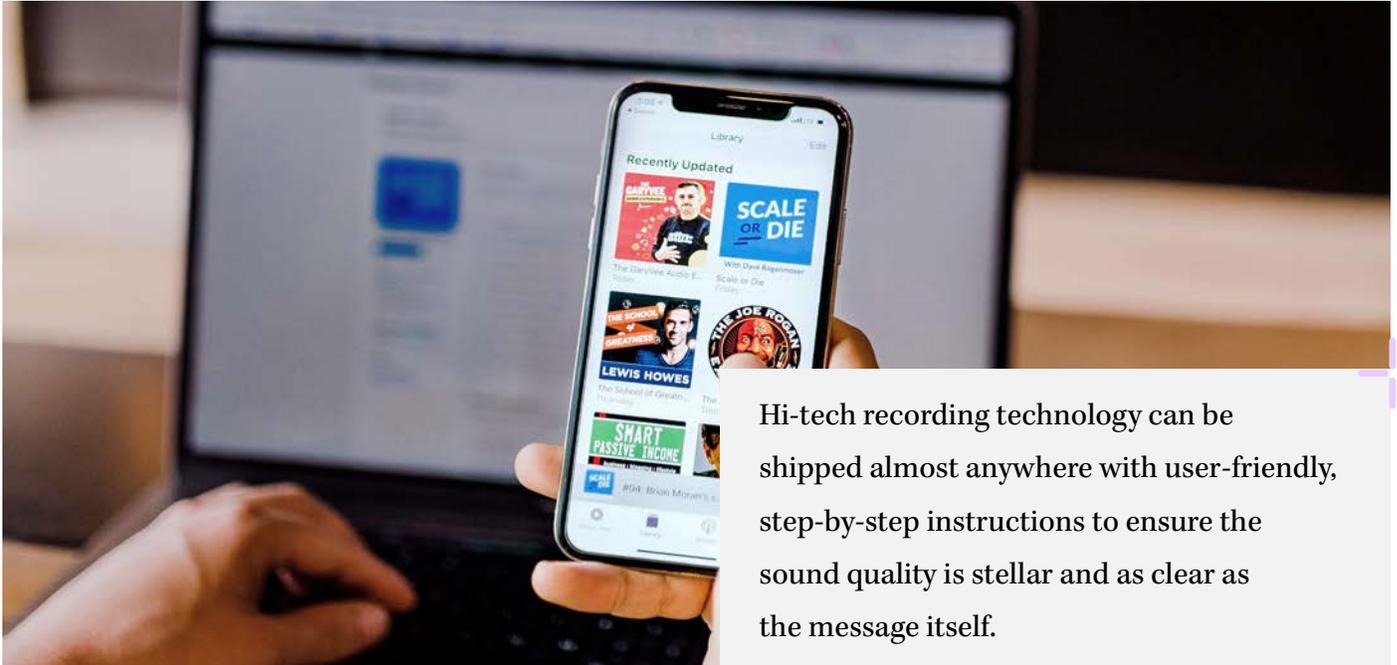
On and on and ON24

Make sure to think about solution briefs, client success stories, analyst reports and assessment tools to support the viewer when they want to learn more. Even when the presentation is prerecorded, work hard to dial-up the production value and provide prompts, questions and opportunities for two-way communications. Consider this an exercise to audit your existing content, stress-test the message and relevance, and see how smartly you refresh or simply re-purpose that information to help support the virtual experience.

But keep in mind, just because you can go virtual, doesn't always mean you should. Sometimes it's easy to overcomplicate the process. A 2D experience like ON24 is a good way to let your audience know that you are still here, your team is still in the fight and ready to help them manage change in a time when they could really use some help. And heads up, we're going to see a wealth of webinar content delivered via ON24 and other platforms in the next six months.

In the coming months, the idea of another webinar may feel tired to some. So, make sure your presenters, topics, *Drive-To* and *What's Next?* assets and creative are as hard-to-miss, punchy and interactive as possible.





Hi-tech recording technology can be shipped almost anywhere with user-friendly, step-by-step instructions to ensure the sound quality is stellar and as clear as the message itself.

TWO | PODCASTS

Are you hearing this?

The power and personalization of a podcast for your brand and marketing efforts can be realized in many ways. The sustained impact of hearing the voices of the real people behind the brand is a compelling tool. Share authentic brand stories, bring people and product offerings to life and help your clients and prospects understand not just the “why” behind your brand, but the “who.”

No rock stars on your product or marcom teams? Consider a narrator. Is there an expert, educator or celebrity with a point of view who can help bring the content to life?

Create a series and set an editorial calendar, but be flexible and very current. Listen to your listeners, collect feedback and create anticipation for the next episode — and the one after that.

THREE | ONLINE COMMUNITIES

It takes an (online) village

Keynotes are fine, but breakout sessions when conference attendees bump into one another and talk shop about relevant work makes the ticket worth it. So deliver an experience that's a hybrid of Zoom video, Eventbrite ticketing, Twitch interactivity, and the power of LinkedIn networking.

Create an open platform where people can live-stream talks, discussions, and panels. Community-directed content creates engagement on both sides of the equation.

Don't just let outside influencers in — give them control and create real brand transparency. Invite attendees to fill out a profile and describe their interests, then use an algorithm to match them with others — a virtual meeting of the minds.



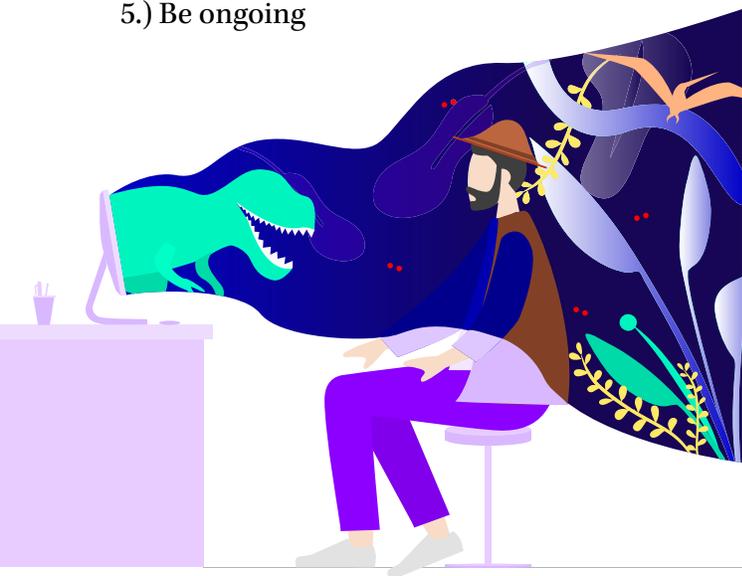
FOUR | LARGE-FORMAT STAGE PRESENTATIONS

Larger than real-life format

When you go big (like you would at an event), you combine high-quality video of presenters onstage (or on-set) with high-impact graphics. The goal is to deliver a virtual presentation that entertains — and potentially makes your audience feel almost like being there.

Make these core qualities part of your virtual events for an effective, engaging experience:

- 1.) Be concise
- 2.) Be inclusive
- 3.) Be prepared
- 4.) Be enticing
- 5.) Be ongoing



The benefits of a large-screen approach:

Presenters can be filmed in multiple takes, making it easier to craft a message, tell the right story and perfect delivery, while reducing stress and on-screen anxiety.

Multi-camera filming opportunities boost the production and true entertainment value and creates a polished high-end look.

In post-production, the standard green screen background becomes a customizable palette for powerful motion graphics to enhance your brand or product innovation story.

FIVE | LIVE-STREAMING AND WATCH PARTIES

Watch what happens next

Live-streaming has changed the way we all interact — and holds key lessons for the event pro challenged with the recent issues facing us all. Think of how newly released content is becoming a focus within the context of live-streaming. YouTube, for instance, now allows creators to “premiere” their new videos at a particular time, creating a layer of excitement to the content drop. A well-known magazine recently held its own virtual watch party for a hot Netflix drama, which included exclusive interview content shown alongside the episode supplementing the story’s progression.

For event organizers, these examples help to show the possibilities of live-streaming. Virtual conferences can draw on the resources of people located around the globe, enabling small groups of local participants to focus on the content and interact with brand representatives (and each other) to build on the ideas they learn.



Watch parties show how impact-making events can be held partially or entirely online thanks to live-streaming.

SIX | INBOUND MARKETING

Go inbound through the outbound

You already know the type of audience who would normally meet at your events, right?

So, if you have to redirect your event budget and still fulfill your pipeline acceleration goals, there are two avenues you can take:

1. Get multichannel with a targeted mix of email, personal email, direct mail and ABM. Get to those deals that you were hoping to close at your events with customized communications or experiences. And to attract your audience on a deeper level through inbound marketing, optimize your content with an SEO Strategy. Target keywords and phrases related to your products, services and the unique challenges you solve for your most valued and qualified prospects.

2. Look at your current campaign and content architecture. Can you pull together some cool micro-events (executive roundtables, lunch and learns, innovation events, etc.) that don't require your sales pipeline to travel? And if you can't connect in person, don't forget Social Listening. Your followers may use one of your profiles to provide feedback, ask questions, or share their experience. Respond in a tone and with the info that's supportive and shows you care.

When the inbound strategy picks up momentum, ramp up acquisition with digital lead generation channels — think content syndication, SEM and Ad Words. You can do this. Yes, key events build reputation and create awareness, but your brand does not have to lose momentum just because your outbound strategy is on hiatus.

“If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing.”

- Guy Kawasaki



How can we help?

With all the uncertainty in the world today, figuring out this new dynamic of engaging people may or may not be important to you at this time, and we respect that.

We are all on this ride together, and we don't know where we're going or what happens next. But we don't need a crystal ball to tell us the brands that thrive will be interesting, connect emotionally, and work hard at every touchpoint, helping people to understand how what they do makes them unique.