

**Sendoso**

# Quick Win Guide

Incorporating Sending in  
Virtual Events



# Quick Win Guides

## Incorporating Sending in Virtual Events

We outline how sending can help drive attendance, increase engagement, and is useful in follow up. We also highlight some customer sends and key metrics that will help you measure overall success.

### Driving Virtual Event Registration and Attendance

You've got your virtual event content planned, but how do you guarantee you're hitting your registration and attendance goals? Here are some ideas:

**Drive registration** with an initiative around giving back and offer Sendoso's charity options on the landing page for your event. [PubNub](#) did this for a recent webinar and gave the option of donating to their charity of choice upon registration. **Since implementing Sendoso, registration has gone up 32%.**



**Drive attendance** to your virtual event by sending out a digital eGift card an hour prior to the event. [Lessonly](#) organized an intimate coffee and convo with their CEO. The marketing team sent Starbucks eGifts the day before the event and saw **60% virtual event attendance.**

You can encourage registration by raffling off both eGifts or physical gifts to people who register. Double down and ensure attendance by announcing the winner during the live virtual event.

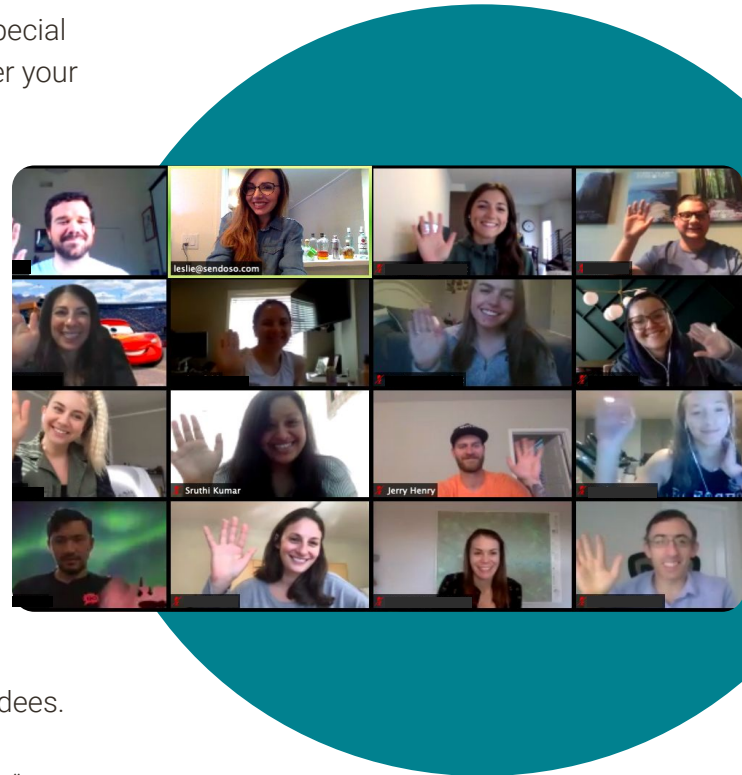
You can also encourage people to attend events by sending out lunch eGift cards if your event goes over lunchtime. Let your recipient know they can enjoy lunch on you while having a one of a kind experience at your virtual event.

## Increasing Virtual Event Engagement

Once someone attends your virtual event, you'll want to keep them engaged. Where virtual events come up short is the social and fun aspects of being at a conference—networking, the lunches/coffee breaks, unique session formats, and activities like group workouts, volunteering, or parties. You can replicate some of the best elements of in-person events through sending.

Send a common gift to bring the offline experience to your online event. Here are some examples:

- Recreate group workout classes that in-person events offer! Pick a select group of target accounts and send a special invitation to a join virtual workout before/during/after your event. Let them know that they'll receive a small **virtual workout bundle** with branded resistance bands and jump ropes when they register.
- Virtual events compete with a lot of other digital noise. Offer your attendees a little relaxing moment by sending a **video mailer with a 15-minute guided meditation** they can use between sessions.
- Some people love collecting knick-knacks from different sponsors on the expo floor. Bring back that exciting moment to the attendees with a **"Conference in a Box"** featuring branded swag items from all the sponsors that is shipped to attendees.
- **Send regional gifts and treats** with a note that says, "Since you couldn't travel to San Francisco to join us in-person, we decided to bring San Francisco to you!"



One of our favorite sends to drive engagement is a cocktail kit to recreate "happy hours" virtually. Send your VIP event attendees a cocktail kit which comes with all of the necessary ingredients (e.g. vodka, pineapple, lime, jalapeno and garnish). Then have the "hosts" from your team teach attendees how to mix the cocktails live on camera. Once everyone is poured up, share a toast then share a common experience just like an in-person happy hour. Virtually customers and prospects can share ideas, network with peers, ask questions, discuss best practices, and—of course—enjoy delicious refreshments. Anyone who doesn't sign up in time for the cocktail kit to arrive before the event can be sent a wine.com eGift card.

We ran this send with some of our VIP customers. The addition of the cocktail helped us bring a different element to our virtual event where folks understood we were recreating an intimate dinner or happy hour type of event. Because of the white glove experience, **we saw a 90% win rate of opportunities that attended the event.**

Another way to drive engagement is with a branded send. At in-person events, folks are used to collecting swag from across the expo floor. Recreate this experience by sending some swag before the event that they can keep on their desk or build a virtual swag store where you can encourage people to select brand items. You can build these sites easily in [Shopify](#) or [Magento](#) and then let Sendoso's integration do the rest. [Here is an example of ours.](#)



### Pro Tip:

Swap the cocktail kit for an **In Good Taste** virtual wine tasting experience, complete with a sommelier!

## Personalizing Virtual Event Follow-Up

So the right prospects and target accounts attended your event, but how can you ensure the conversation continues? After a Sendoso virtual event, we sent attendees a \$5 charity gift card. This allowed us to further qualify leads before passing to our SDR team for call downs (a great way to bridge the gap between marketing efforts and sales.) We saw a **41% higher response rate** than the traditional email follow up (81% response rate vs. 58% prior). Not only was it great engagement, but **25% of the charity respondents became opportunities.**

## Reporting on Virtual Event Success

Make sure that every Sendoso send is linked to a campaign in your CRM in order to measure the success of your program. Here is a shortlist of metrics you should track both at the send level and down funnel:

- Virtual event registration / attendance
- Pipe in the Room - how many open opps are registered / in attendance
- MQLs and Opportunities sourced by virtual event
- ROI of send - Amount of pipeline generated per every dollar spent

Be sure to set up any relevant integrations, create copy for reps to use to invite participants or in their event follow up and remember to be creative with your sending.

**Happy sending! Visit [sendoso.com](#) to learn more.**