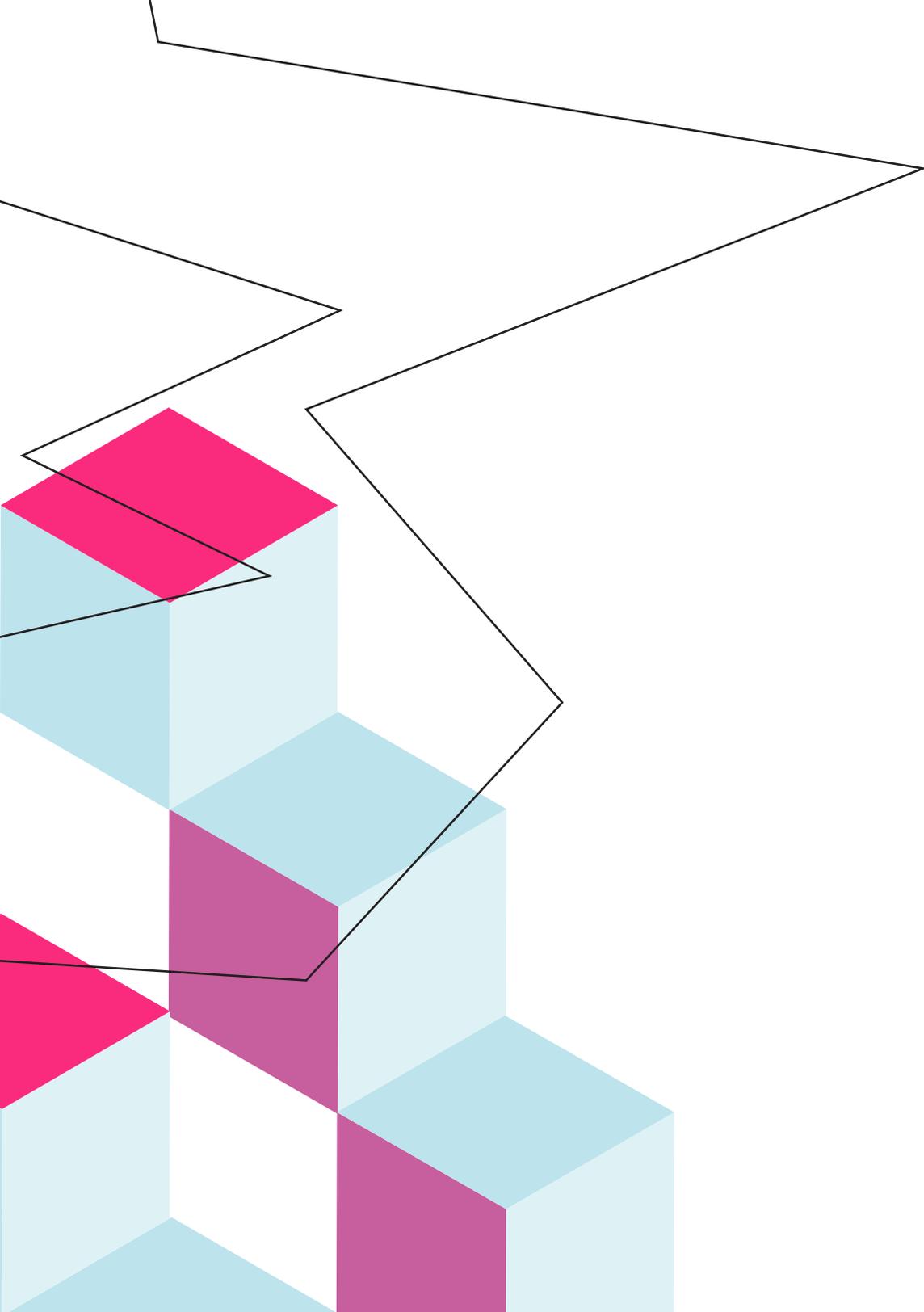


# *splash*

The Best **Event Email Marketing Plan.** Ever.





## Introduction:

**You've created a kick-ass, awesome event at an amazing location with a beautiful event page - and all within budget!**

But now what? Your biggest fear: getting people to show up! In comes the invite, probably one of the most important elements of your event plan. Getting people to RSVP is great and you deserve a pat on the back for clearing the first hurdle. But it's not just about the invite;

**consistent communication throughout your event lifecycle will prove your commitment and increase your attendance rate.**

In this ebook, we'll share our best practices for getting the most out of your event emails.

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Understanding Email KPIs



# SECTION 1

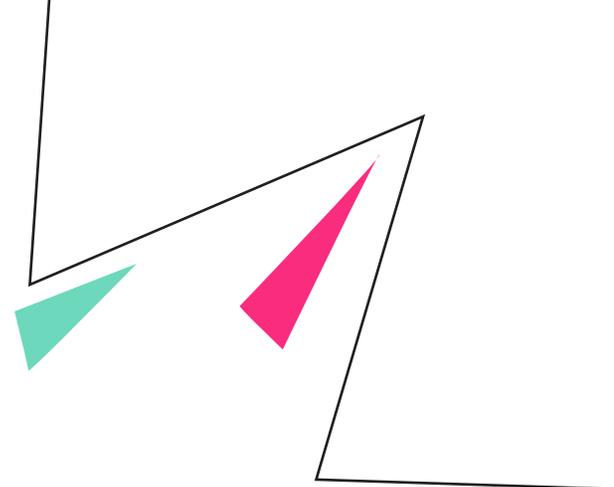
Planning your email sequence

## Develop Your List



Event emails go far beyond the initial invite. The first step is defining the “who”; who do you want to invite? Before you determine this, there are a few key questions to ask.

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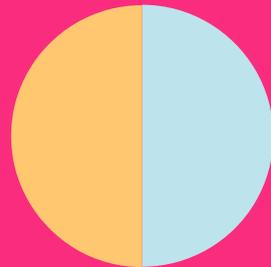
## Venue size

# How many people can your venue accommodate?

You don't want to create a mob scene but you also don't want the room to look empty. Keep in mind, it's better to have a crowded room than an empty one. People love to feel popular.

Determining that **magic attendee number** is key to success.

As a general rule of thumb,  
you should expect

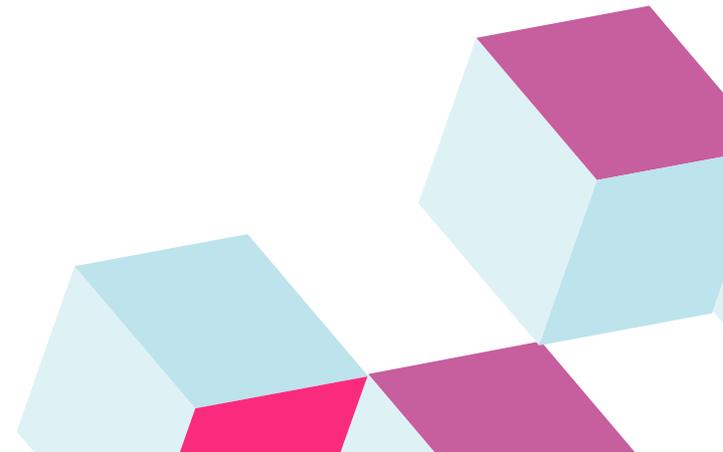


**50%**

of your invite list to  
RSVP **“yes”**



and  
**30%**  
of those invites to  
**actually attend.**



So let's do some quick math

say your event space  
comfortably holds

**100**   
people

In order to hit this number,  
you should plan to

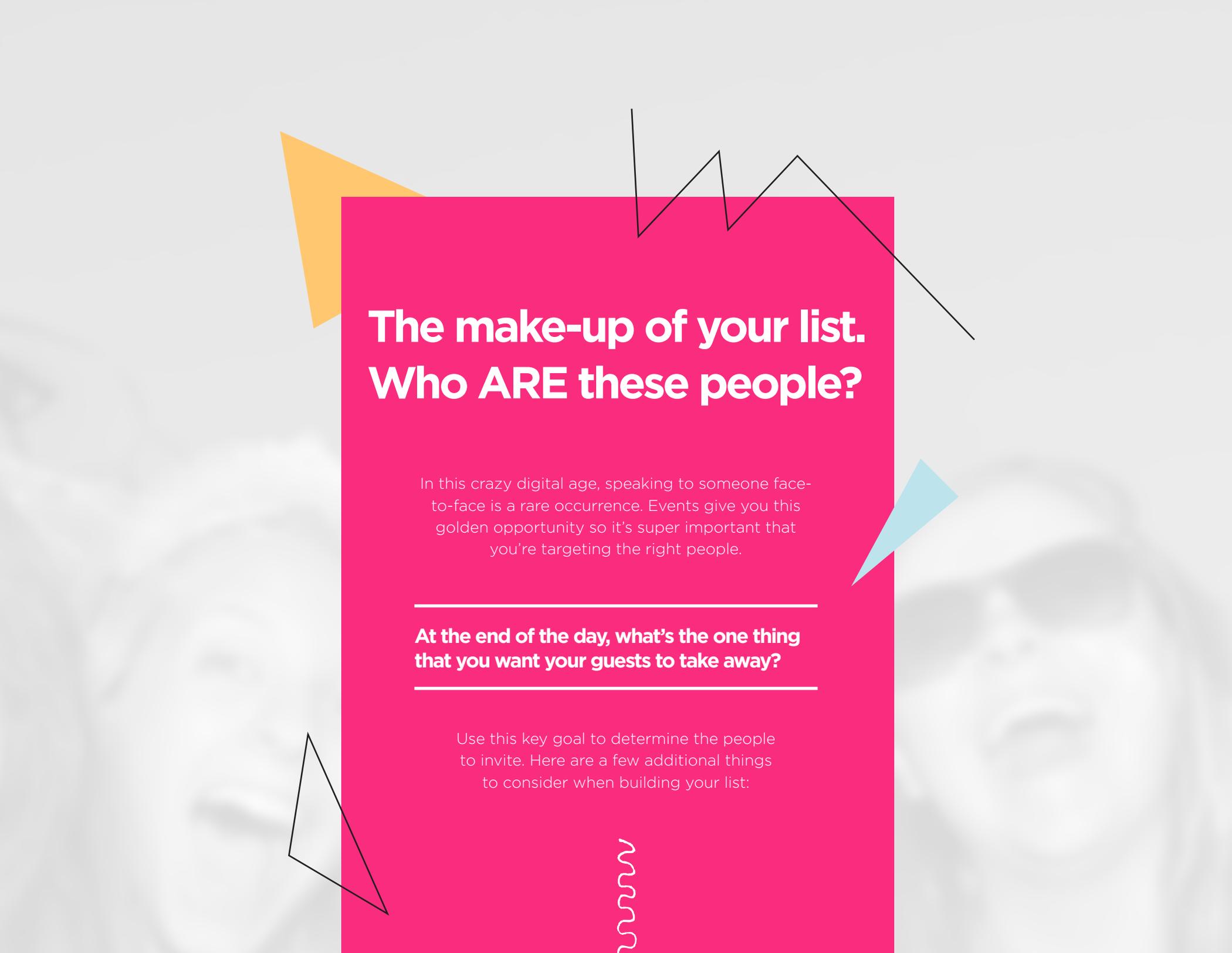


**Invite between**

**200-250**



**people**



## The make-up of your list. Who ARE these people?

In this crazy digital age, speaking to someone face-to-face is a rare occurrence. Events give you this golden opportunity so it's super important that you're targeting the right people.

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**At the end of the day, what's the one thing that you want your guests to take away?**

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Use this key goal to determine the people to invite. Here are a few additional things to consider when building your list:





## Company size

Are you looking to target big brands or small mom-and-pop shops?

## Title

Is your event geared toward executives and decisions makers or more towards influencers?

## Location

Where is your event being held?  
Are you sourcing local people?  
Will guests be willing to travel?



## Define your emails

The next step is to plan your email sequence. What the heck IS an email sequence and why do you need one?



An email sequence is a way to plan out all of the communications for the rest of your event. We've developed the optimal email communication plan just for you.

**Use the following as a guide but don't be afraid to experiment!**

**You're awesome.  
So BE awesome.**

# Email 1 – The invite

The Goal: Get people to RSVP!

*YOU KNOW, get them to say they're frigging coming!*

**The Timing:** Two to three weeks before your event (remember: this is a guide, there are a lot of factors that can influence this)

**The Message:** Should give a high level overview of the event and the call-to-action (CTA) should be highly focused on the RSVP.

Don't stop at one invite, you should send multiple invites to those who haven't responded. Be sure to test your message to determine what resonates with your potential guests (we'll talk in-depth about messaging later). Also, if you aren't 100% sure of your event details, you can always send a Save the Date as a placeholder.

## Email 2 – The confirmation

The Goal: Let people know they're ready to **ROCK**

### **The Timing: After they RSVP**

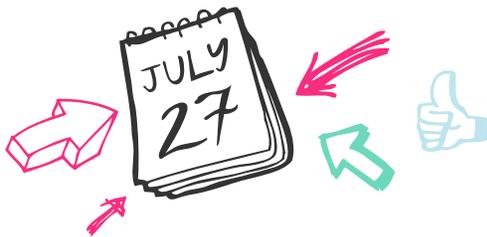
It's a good idea to send attendees a quick email after they RSVP to reiterate that they have successfully registered and recap the details. This is a great time to provide a way for them to add this event to their personal calendars. The ability to do so will increase their probability of attending by 200%.

**Tip:** Consider time of day when sending your emails. When do you get the highest response rate? What we've seen as the best time to send invitations is at 6:00 am, 10:30 am or 4:30 pm. The worst time to send invitations is after 5:00 pm.

## Email 3 – The reminder

The Goal: Remind registrants

that your event is right  
around the corner.



### **The Timing: Three days before your event**

**The Message:** Reiterate the details of your event  
(Date, time, location, and your  
hashtag to promote social sharing)

It's ok to send multiple reminder emails. Typically, three days before and the day of is acceptable. Use this reminder as an opportunity to highlight any changes to the event or provide guests with more detailed instructions or information if necessary. You should take this as an opportunity to tease content in order to drive attendance rate.

**Tip:** Announcements are the best reminders. Announcing a new DJ or speaker is the best way to get people to open your emails.

## Email 4 – The follow-up

The Goal: Thank your guests for attending.

**The Timing:** One to two days after your event

**The Message:** Let your guests know that you really appreciate the time they took out of their busy lives to come to your event.

Take this opportunity to continue to engage with your guests after the event. For example, provide them with a link to event photos or send them a tangible event recap. Follow-up emails can include anything from a post-event survey to a discount off your next event. Don't limit this email to just the people who attended. Reach out those who planned to be there but didn't end up making it, and let them know you're still thinking about them.

**Tip:** You'll see a 50% higher click-through rate if the email is sent within 24 hours.

# SECTION 2



Designing Your Emails



There are **two parts** to successful emails:

**1 - The design**

**2 - The messaging**

There are a few key guidelines to follow when working on both.



# Design

**Consistent** User experience is an undeniable component of successful web design, but this shouldn't just be a consideration for your event page. The look and feel of your event should be consistent across everything, including email.

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**Invitees are 15 times more likely to register for your event if there is a consistent look and feel between your email and your event page.**

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**Compelling** Events inherently provoke feelings. Whether you're seeing Alabama Shakes play at Coachella or attending Dreamforce in the heart of San Francisco, you want your digital presence to provoke the same feelings as the actual event.

Set the tone with a beautiful header image. A header is the best way to establish your event's aesthetic, and works better than scattering images throughout the body of the email.

**Action Oriented** The most crucial part of the invite is the call-to-action (CTA). Highlight the value of your event clear and then prompt the invitee to RSVP. Make sure your call-to-action is clear.

**Tip** Keep in mind, emails are not like the web. The design rules are much more structured. There are only 9 fonts compatible with email and emails shouldn't be more than 500 pixels wide.

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**Buttons are 30% more likely to be clicked on than a text link.**

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# Don't forget!

45% of emails are viewed on mobile phones. Your email designs should always be built to be mobile compatible.



# Message

- Clear and Concise** Email recipients spend an average of 15 - 20 seconds reading each email. You have a limited amount of time to get your message across. Make sure the points that you want to highlight are clear. Using bullet points to highlight important information is a great way to draw attention. Word count is actually the key to great design. Total word count should be 130 words or less. Also, whatever you put in the “P.S.” is the mostly commonly read and clicked part of the email.
- Tonal** You want your email messaging to reflect the overall tone of your event. This ties back to our point earlier about consistency in design; there should also be consistency in your messaging.
- Action Oriented** We can't stress enough how important it is to highlight the CTA. This time, we're talking about the actual message in the RSVP button. **Test different messaging to determine what works best for your audience.** For example, you could try something like “save my seat.” Don't overcrowd your email with too many CTA's; keep it focused on the action you want your invitees to take. Design your button to be uber clickable and position it early enough in the email that the recipient doesn't need to scroll to click. **Reminder:** Make sure to test your links before sending.
- Tip** Include a square image that people can quickly download and post to instagram. A funny, pre-populated tweet in an email can be a great way to promote your hashtag. Gifs in email are always awesome.

# SECTION 3

Measuring the Success of Your Emails



**The event may be over and all of your emails sent, but the work isn't done. It's important to measure the success of your emails, but what defines email success? The honest answer is that it depends on your goals, but we've provided a few guidelines to help you get started.**

# Open rate

Open rate is a good indication of the overall health of your email.

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**Generally, an open rate of**

**68%**

**can be considered a successful event email.**

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Remember, there are a lot of factors that influence open rate so be sure to look at the number subjectively.

# Click-through rate

**Click-through rate is the best indication of email success.** It gives you visibility into who took the intended action of your message. Again, there are a lot factors that influence click-through rate and you should determine optimal click-through rate in relation to your efforts.



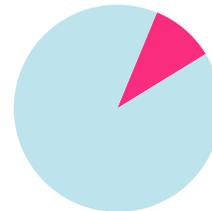
# Conversion rate

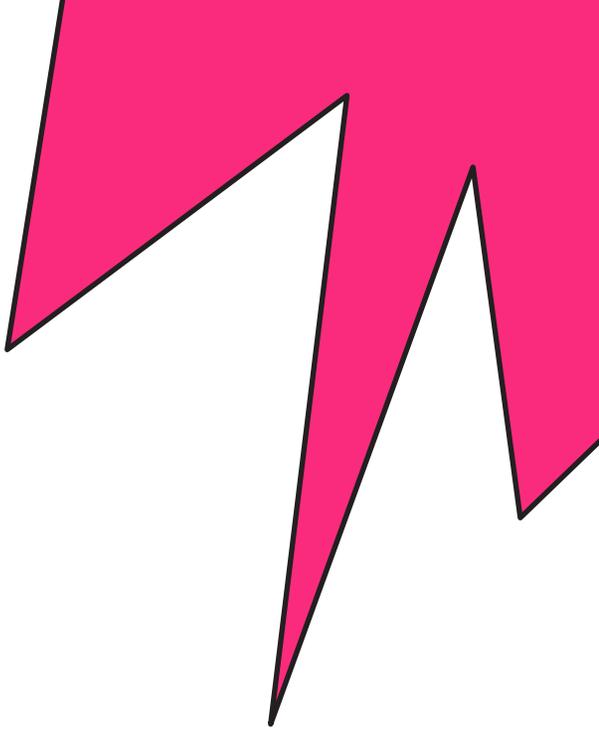
Email conversion rate is defined by the number of people who completed the intended action (actually registered for your event) by the number of people who clicked on the link in the email to register. **More math here:**

Say you have **100 people** click on your link to register and **10 people** people actually register

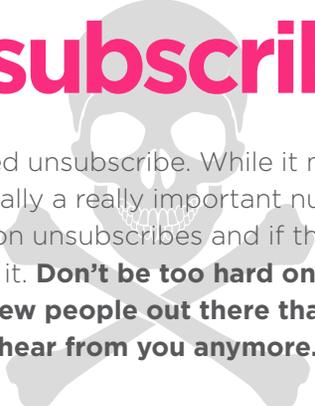
**This means your conversion rate is:**

**10%**





# Unsubscribes



Ugh, the dreaded unsubscribe. While it might be a hit to your ego, it's actually a really important number. You should keep your eye on unsubscribes and if they're high, take steps to address it. **Don't be too hard on yourself—you'll always have a few people out there that don't want to hear from you anymore.**

INSERT CRY FACE EMOJI



**All of the data above is important, but it's what you do with it that makes the difference. You should always have a plan to test all components of your email; everything from design elements to subject line to CTA.**

# Conclusion:

**Whew!** That may seem like a lot, but once you get it down, it becomes second nature and you'll be a pro. The biggest takeaway is to determine what works best for you.

**You should use what you've learned in this ebook as a set of guidelines and remember that it's really up to you to make your event communications successful.**

There are ways to optimize, scale and repeat your emails. You should take time to explore these options, whether it's simply keeping a log of what you know works or using a technology platform like Splash to help fuel your efforts. We can't wait to help you make your future events successful.

**Thanks for reading.** Now go plan a rad event!

***splash***