

7 STEPS TO WIN INVESTMENTS IN EVENT MARKETING TECHNOLOGY

In a [recent study](#), Aberdeen Group research has shown significant advantages to using event management technology to enhance marketing performance. What are these advantages, and how can you make a case to make them a reality? Consider using the steps below...

<input type="checkbox"/>	Develop your business case. 76% of event marketing technology users enjoy greater year-over-year marketing contribution to revenue.
<input type="checkbox"/>	Demonstrate marketing impact on business growth. Event marketing technology use correlates with organizations growing company revenue at a 49% greater annual rate, vs. companies without the technology.
<input type="checkbox"/>	Position event marketing technology as a protection of investments in events. A typical small business may invest up to \$76,500 in annual events. An average organization may spend \$462,060, and a large enterprise may see up to \$15.3 million. Assuring such spend is well used matters because one can...
<input type="checkbox"/>	Show that event marketing technology users average a 66.4% return on marketing investment (ROMI), compared to just 49.4% ROMI among non-users. Aberdeen’s findings, here, show a powerful contrast between what marketing organizations without event technology miss.
<input type="checkbox"/>	Build on the business case with improved marketing and sales productivity. Marketers using event management technology shorten the buyer’s journey by 5.3% year-over-year – a strong analog for how well marketing and sales teams collectively manage the sales cycle.
<input type="checkbox"/>	Emphasize long-term value. Marketers using event management can cut a total of 50 days off of a typical, 180 day buying cycle over a six-year period, according to Aberdeen’s models.
<input type="checkbox"/>	Connect event marketing technology’s value to other marketing tech investments. For example, event marketing tech users are 75% more effective at increasing their overall marketing productivity through integrated marketing technologies.

Read the full report: [Making Marketing’s Case: Profitable Events Powered by Technology](#)