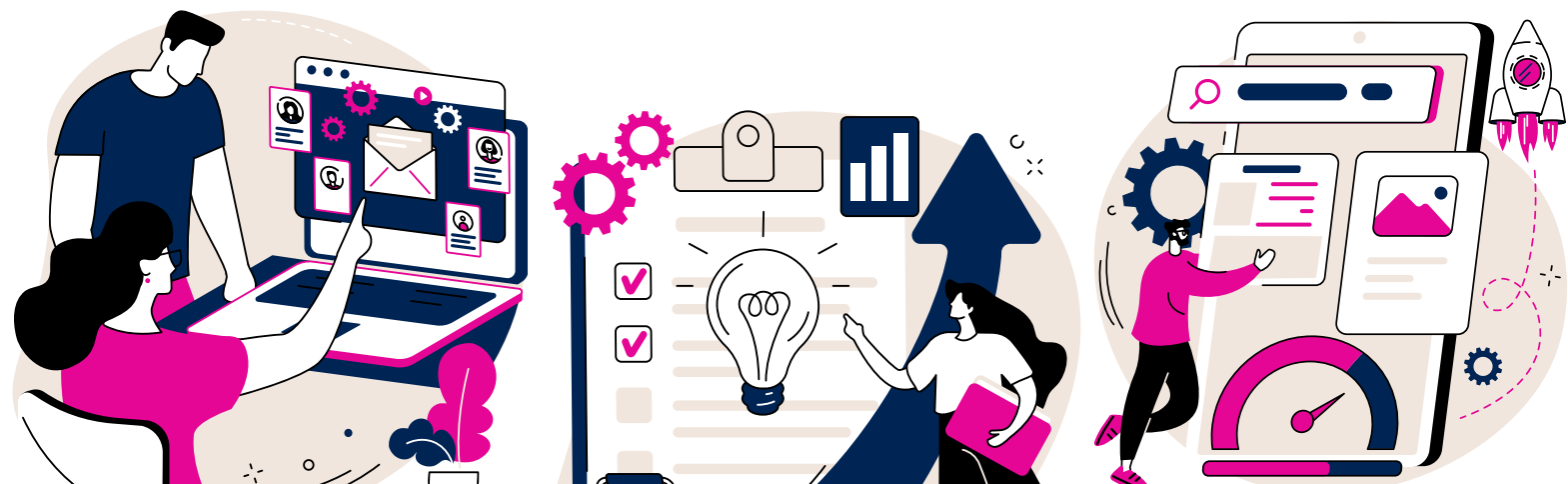




# BOOST YOUR DIGITAL MARKETING

CHECKLIST FOR HIGH-IMPACT  
B2B EVENTS



# Organic Digital Marketing Strategies

Strengthen your digital presence using cost-effective, long-term tactics that build visibility and authority.

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In today's digital-first world, leveraging digital marketing around traditional industry events like Toppides UK can significantly *amplify your presence* and drive engagement with target audiences. This checklist breaks down **organic** and **paid** marketing strategies for B2B companies attending, exhibiting, or speaking at such events.

## Before the Event: Building Anticipation Organically

- 1. Create** a dedicated landing page for your participation in the event, showcasing your speaking sessions, stand details, and what attendees can expect to learn from you.
- 2. Publish** a blog post or press release announcing your involvement in the event. Include relevant keywords (e.g., "Toppides UK", "offshore energy event") to improve SEO visibility.
- 3. Utilise** LinkedIn posts and articles to highlight your involvement—share industry insights and what your audience can gain from attending your session or visiting your stand.
- 4. Engage** with the event hashtag (#ToppidesUK) across social platforms. Comment on posts by the event organisers, speakers, or attendees to build connections before the event.
- 5. Email marketing campaign:** Send an email to your database promoting your participation, highlighting the value of the event, and providing details on how to connect with your team on-site.
- 6. Create** a series of teaser videos or short posts on LinkedIn announcing what you will present or showcase at the event. Include a call-to-action to schedule meetings in advance.
- 7. Collaborate** with partners or other companies attending the event for guest blog exchanges or cross-promotions on social media.



## During the Event: Real-Time Organic Tactics

**8. Live-post updates** on LinkedIn, X, or Instagram during the event—share insights from speakers, behind-the-scenes moments, or photos of your stand. Use the event hashtag to enhance visibility

**9. Engage** in real-time conversations by commenting on sessions, reacting to industry insights, and tagging relevant participants to increase your social media reach.

**10. Create** a LinkedIn poll asking for attendee opinions on relevant topics discussed at TopSides UK to encourage engagement and boost your content's visibility.

**11. Conduct** on-the-ground interviews or testimonials with event attendees, and share them as short clips on social media. This adds a human element to your digital content and boosts authenticity.

**12. Encourage** user-generated content by inviting attendees to share their experiences at your stand or presentation, tagging your company, and using the event hashtag.

## After the Event: Keeping the Momentum

**13. Write** a post-event blog recap highlighting key takeaways, insights from your presentations, or stand interactions. Optimise this blog with SEO-driven keywords like "TopSides UK highlights".

**14. Follow up** with a personalised email campaign targeting leads generated at the event. Include your post-event recap and a call-to-action, such as scheduling a meeting or requesting more information.

**15. Share** a slide deck or key points from your speaking presentation on LinkedIn SlideShare or via gated content on your website to capture leads.

**16. Repurpose** content from the event—turn photos, key quotes, or insights into a visual post-event social media campaign.



# Paid Digital Marketing Strategies

Accelerate your event presence using paid tactics that target high-value leads and enhance engagement.

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## Pre-Event: Drive Awareness and Lead Generation

**17. Run** a LinkedIn ad campaign targeting industry professionals attending or interested in Toppides UK. Promote your stand or session with a lead generation form for early meeting bookings.

**18. Google Ads campaign:** Set up a keyword-based campaign targeting search terms related to Toppides UK, offshore energy events, or topside operations, driving traffic to your dedicated landing page.

**19. Facebook and Instagram Ads:** If appropriate for your audience, use carousel or video ads to showcase what you'll be presenting at Toppides UK. Retarget previous visitors to your website or those who have engaged with your content.

**20. Use** LinkedIn Sponsored InMail to send personalised event invites to a targeted audience, ensuring it lands directly in their inbox. Highlight the value of meeting with your team at the event.

**21. Boost** LinkedIn and Twitter posts featuring pre-event content like your speaking slots, special offers for attendees, or a lead magnet such as a downloadable whitepaper relevant to the event's topics.

**22. Set up** event-specific remarketing ads targeting users who have previously visited your website, encouraging them to engage with your content before attending the event.

## Pre-Event: Drive Awareness and Lead Generation

**23. Use** LinkedIn Event Ads to reach attendees and engage with them during the event. These can drive people to your stand or session in real-time.

**24. Promote** live content using boosted posts on LinkedIn or Facebook. Share updates about your presentation, live-stream snippets from your stand, or promote behind-the-scenes content.

## Post-Event: Nurture Leads and Drive Conversions

**26. LinkedIn retargeting ads:** Use retargeting to reach users who interacted with your pre-event content or attended Topsides UK. Serve them relevant post-event content like key takeaways, case studies, or gated content.

**27. Google Display Ads:** Use event-specific remarketing campaigns to re-engage attendees who visited your site or landing page but didn't convert. Direct them to follow-up content like a case study or consultation booking page.

**28. Sponsored content on LinkedIn:** Create a detailed post-event report, blog, or whitepaper, and promote it to your target audience using Sponsored Content. Focus on the actionable insights you gained from Topsides UK.

**29. Use post-event webinar ads:** Run targeted ads inviting attendees to a follow-up webinar where you dive deeper into the topics you discussed at the event, offering an opportunity for continued engagement.

**30. Encourage** user-generated content by inviting attendees to share their experiences at your stand or presentation, tagging your company, and using the event hashtag.

## Pro Tips for Boosting Your Digital Marketing at Industry Events

- **Coordinate Organic and Paid Strategies:** Use paid campaigns to amplify your organic efforts—boost successful posts or retarget organic content viewers with follow-up ads.
- **Use Data to Refine Tactics:** Whether it is LinkedIn insights, website analytics, or ad performance, monitor real-time data during the event and adjust your campaigns for better results.
- **Align Content with the Event Agenda:** Tailor your digital marketing efforts to key themes of the event (like energy transition, emissions reduction, or topside innovations) to attract the right audience.
- **Integrate Event Activity with Lead Nurturing:** Ensure that leads generated via event-specific content are nurtured through your CRM system, enabling personalised follow-ups based on their level of engagement.

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## Reminder

By blending **organic** and **paid** digital marketing strategies, companies attending, exhibiting, or speaking at industry events like Topsides UK can enhance their visibility, generate high-quality leads, and establish themselves as thought leaders in the market. This combination of long-term organic growth and targeted paid promotions ensures you **maximise** the event's impact both during and long after the doors close.

