

**PARTYSLATE**

Digital Day



**The Ultimate Guide to Developing a  
Results-Driven Digital Marketing Strategy**

# Agenda

- **What is digital marketing**
- The importance of digital marketing in the events industry
- Why a target audience and goals are crucial to success
- Your digital marketing action plan
- Next steps

# Digital marketing is any marketing that happens on the internet


## Examples:

- Email marketing
- Social media
- Content marketing
- SEO/ SEM
- Affiliate marketing
- Online advertising

The Best of | Houston | Weddings

## 21 Best Wedding Planners in Houston + Ones to Watch [Top List]

by Pamela Rothbard · November 9, 2022



**PARTYSLATE**  
NEW IDEAS & INSPIRATION

### Not Your Basic Bride

Whether you know Betches Media from their 7 million Instagram followers or their latest venture into "Betches Brides," it's safe to say it's not your average brand. And Co-Founder & Chief Creative Officer Sami's backyard wedding was not your average celebration. A twist of fate due to COVID-19 ended in an exchange of "I dos" at the very home where the couple met. The micro ceremony and reception reached new levels of whimsy in detailed décor — and we're sharing all the photos.



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# Digital marketing can grow your business in unlimited ways

- Reach new audiences
- Nurture existing audiences
- Boost brand awareness
- Increase revenue
- Maximize growth efforts
- Gain authority with Google
- Increase efficiency and effectiveness

The image displays two screenshots of the PartySlate website. The top screenshot shows the main navigation menu with categories: IDEAS, VENUES, and PROS. A search bar contains the text "Try 'Rafanelli Events'". Below the navigation is a featured article titled "THE ULTIMATE Wedding Centerpiece GUIDE" with a background image of a wedding reception. The bottom screenshot shows a vendor profile for "Chris J Evans Photography" in Santa Barbara. The profile includes a logo with the initials "JB", a bio stating "Based in Ventura, California + 2 Markets Will travel internationally", and statistics: "37 Event Albums", "1,468 Photos", and "13 Years in Business". A "REQUEST INFO" button is visible, along with a note "Avg response time 2-4 hrs". Below the profile is an "About Chris J Evans Photography" section with a photo credit: "Photo Credit: Chris J. Evans".

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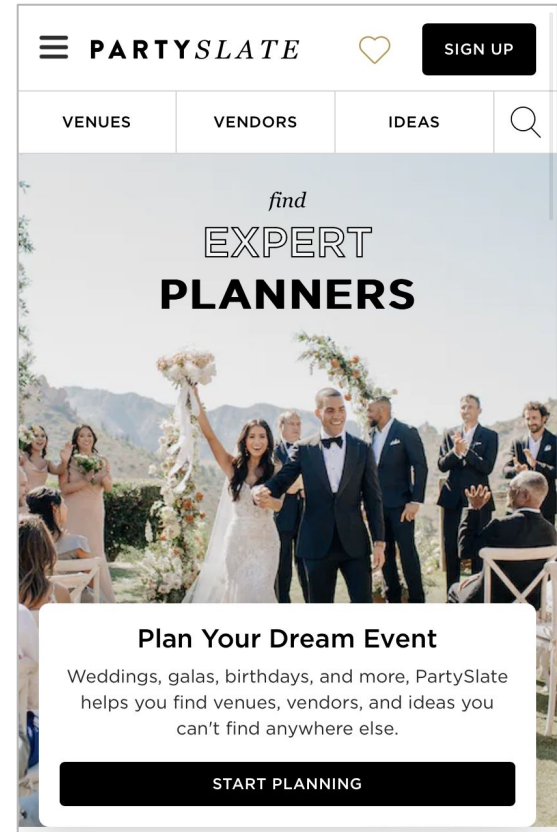
# How to identify and leverage a target audience

- Understand your target audience and their needs
- Create buyer personas to guide your marketing efforts

It is equally important to know who your target audience is NOT:

- Attract and repel
- Be where your audience is (ignore where they aren't)

**Recommendation:** Focus your efforts on ONLY the prospects most likely to purchase your service



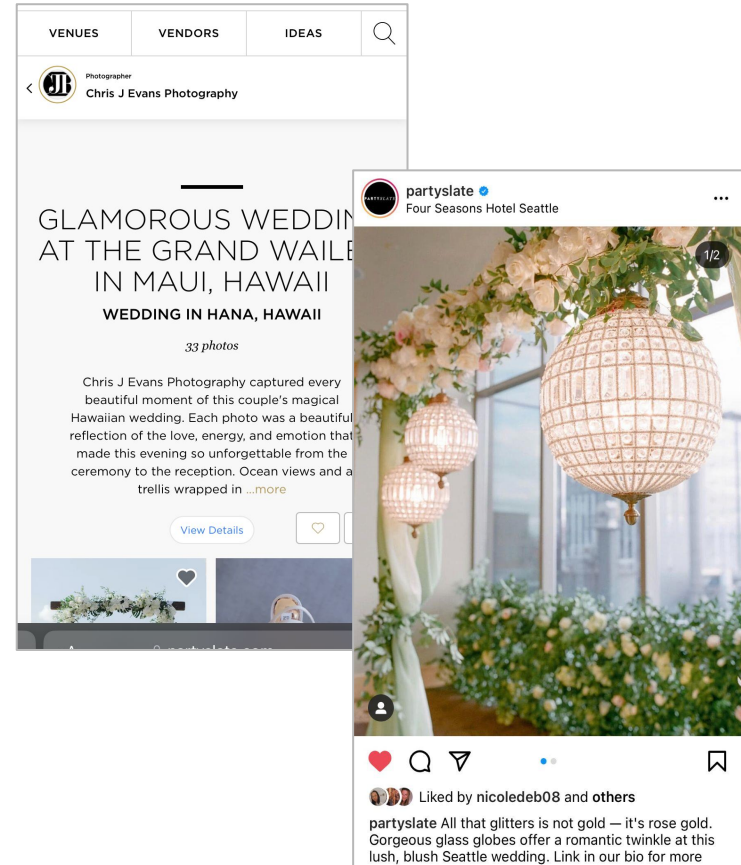
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# A digital marketing strategy should be as unique as your business

- Choose a few digital marketing channels to use optimally
  - LinkedIn
  - Instagram
  - Email marketing
  - Webinars
  - Podcasts
  - ... the options are truly endless!
- Develop a content strategy that aligns with your goals and target audience
- Create valuable and engaging content that resonates with your audience




# 1. Choose the “right” channels for your business

**PARTYSLATE** VENUES VENDORS IDEAS

Weddings Corporate Events Birthdays Baby Showers Fundraisers More Celebrations

## 7. Danielle Brooks & Dennis Gelin’s Miami Wedding



*Orange Is the New Black* star, Danielle Brooks for a burnt-orange color scheme and candlelit centerpieces to complement *The Historic Alfred Dupont Building’s* impressive architectural details.

photographer: REEM Photography | planner: D’Concierge | florals & décor: Birch Event Design | venue: The Historic Alfred I. Dupont Building

*Related: Find your own wedding color palette with our [Best Wedding Colors \[Guide\]](#)*


chrisjevansphoto

2,895 posts 14.1K followers 7,495 following

**CHRIS J. EVANS**  
Photographer  
Named top Wedding photographer by California Wedding Day magazine, Brides, Martha, AZ Bride, Dstn I Do. USA & Destinations  
[linkr.bio/chrisjevans](http://linkr.bio/chrisjevans)

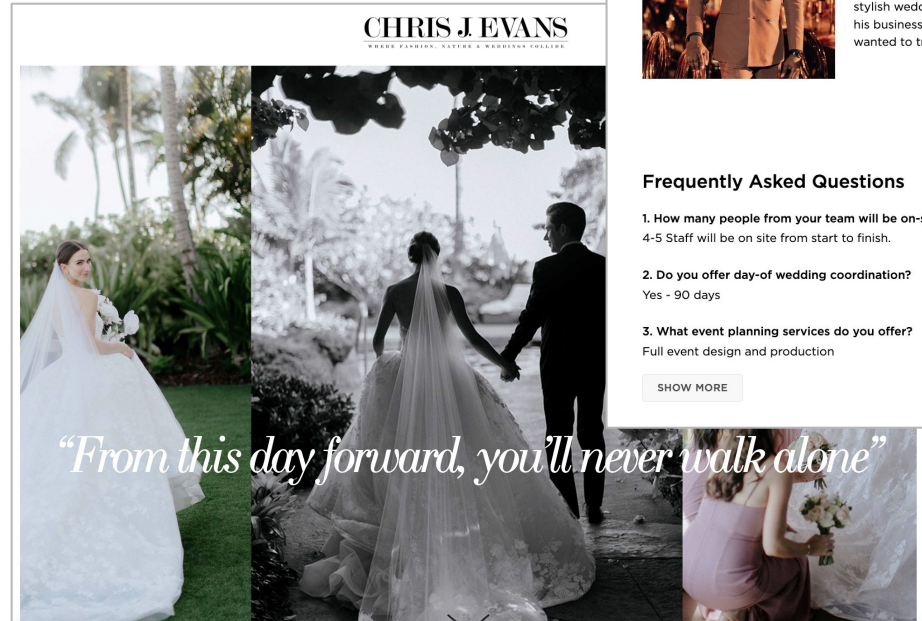
Keynotes Published Fitness Working it. Riff of the day Gratitude

POSTS REELS TAGGED




## 2. Create an integrated digital marketing strategy

- Leverage your expertise and knowledge
- Use your founding story for inspirational podcasts
- Repurpose content across channels to drive engagement



SLATE VENUES VENDORS IDEAS

### Meet the Team



**Darryl Moore**  
Owner & Creative Director

This Modern Man, who also serves as Creative Director and Founder of Extraordinaire is a man of the twenty-first century, having planned stylish weddings for brides across the United States. After being in his business almost a decade ago, Darryl Moore knew that he wanted to transform beautiful visions into bold realities. ...more

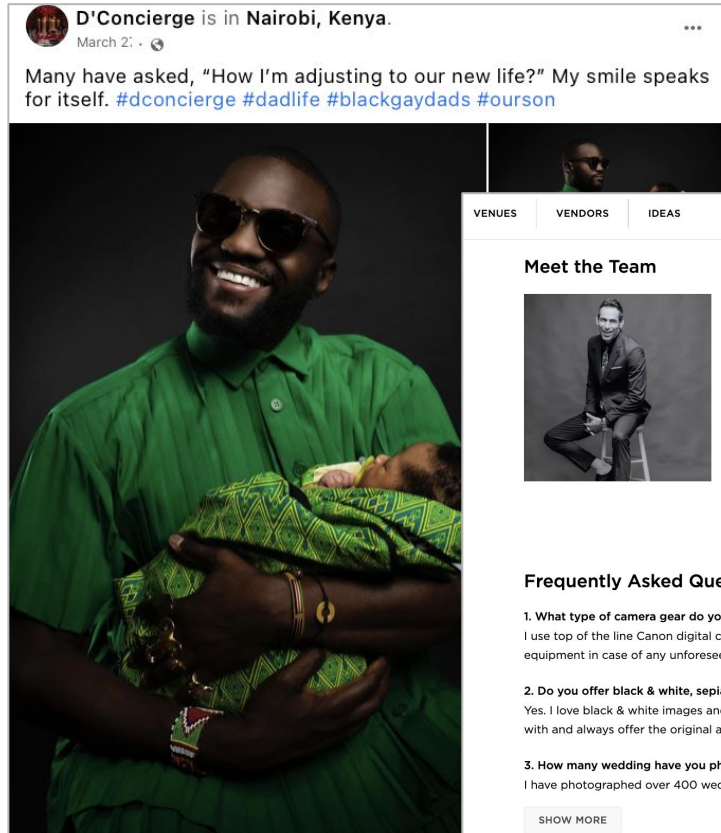
### Frequently Asked Questions

1. How many people from your team will be on-site during my event?  
4-5 Staff will be on site from start to finish.
2. Do you offer day-of wedding coordination?  
Yes - 90 days
3. What event planning services do you offer?  
Full event design and production

[SHOW MORE](#)

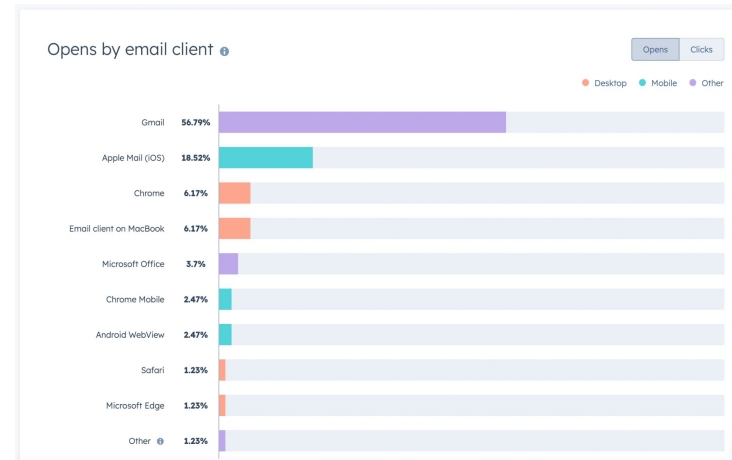
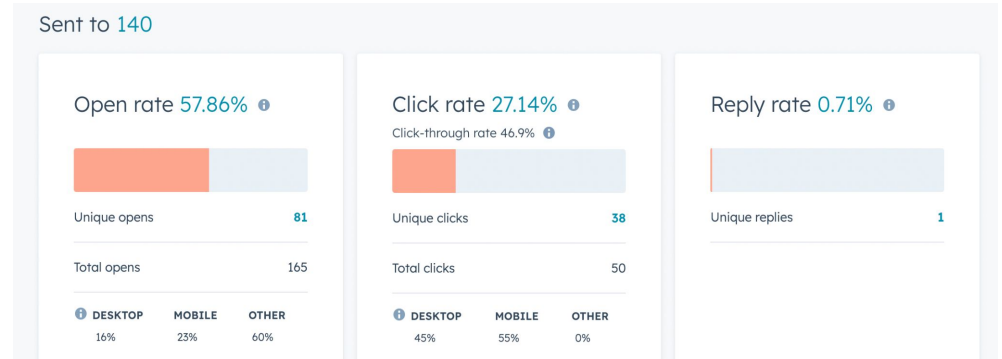
### 3. Turn your expertise into content

- Submit for guest appearances, speaking opportunities, press, and interviews
- Curate your content into blogs, books, or guides
- Host educational workshops, webinars, and courses
- Leverage your experience to communicate your value to clients



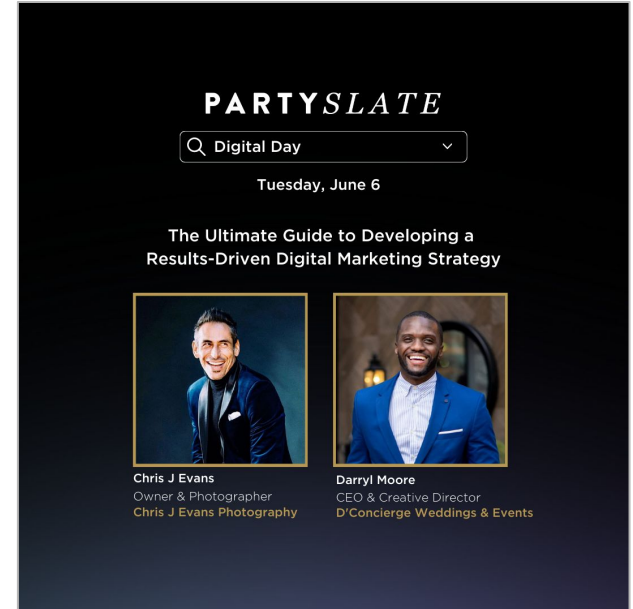
## 4. Measure and iterate to achieve maximum growth

- Identify what KPIs are important for your business
- Use the analytics tools native to the channels you choose
- Do more of what is working — and do less of what isn't
- Experiment!



# Example: Digital Marketing Strategy for Digital Day

- 1. Define Objectives:** Clearly define your objectives. Setting specific goals will help guide your digital marketing efforts.
- 2. Identify Target Audience:** Determine the key audience segments you want to reach with your digital marketing campaign.
- 3. Content Creation:** Develop compelling and informative content for each session.
- 4. Promotion Plan:** Decide which channels to use to promote PartySlate's Digital Day.
- 5. Track and Measure Results:** Use digital analytics tools to track the effectiveness of your marketing efforts.



# Your digital marketing action plan summary

## 1. Define your target audience

- Set clear goals
- Create personas
- Tailor all marketing to your chosen target audience

## 2. Choose your digital marketing channels

- Start with 2-3 channels
- Create a plan and content calendar across channels
- Be consistent

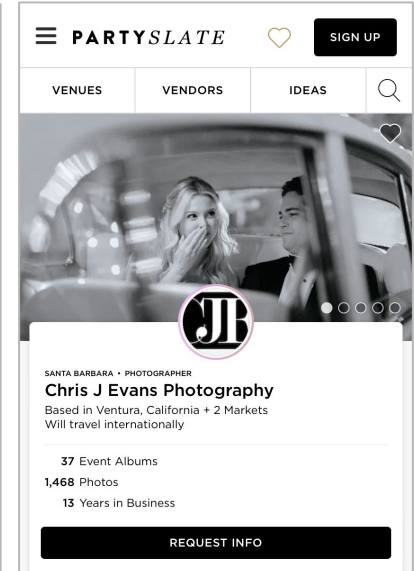
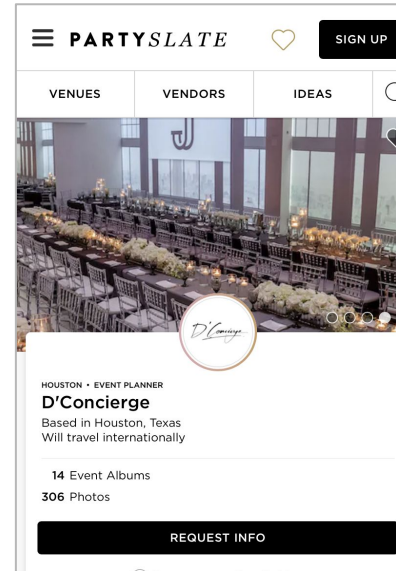
## 3. Measure performance

- Start with native analytics tools
- Track which channels and types of content are resonating
- Rework strategy to do more high-impact marketing

# PartySlate can be a powerful component of your digital marketing

PartySlate is a photo-rich platform where people can find ideas, venues, and vendors for any type of event, all in one place. The platform provides the best way for event companies to share their work, build their brand, connect with their network and grow their business.

- Boost your SEO
- Help you attract qualified clients
- Showcase your curated portfolio
- Network with an exclusive industry community
- Get access to more digital marketing education





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# How PartySlate can help

- Free digital marketing strategy
- Create a PartySlate profile
- Content planning template
- More digital marketing education