

Event

Events in the context of online and offline marketing are activities or events that are organised in a specific way to attract the attention and participation of potential customers or audiences.

In the area of online marketing, events refer to virtual events that are held via digital channels. Examples include webinars, live chats and Q&A sessions where companies showcase their knowledge and expertise to engage with potential customers and generate leads. These online events offer the opportunity to get in touch with a wide audience and exchange information.

In offline marketing, on the other hand, events include physical events such as trade fairs, conferences, product presentations or on-site customer events. These events offer the opportunity to build personal relationships, present new products and make direct contact with potential customers.

Booking options

- Demo booking tool*
- Service provider
- Programmatic advertising
- Self service tool, media buying platform
- Marketingportals, Marketing automation platforms

Media segment

- Internet
- Out of home, digital out of home
- Household, office
- E-commerce
- TV, cinema, moving image
- Internet of Things
- Social media
- Radio, audio
- Mobile
- One-to-One

Media type

- Digital
- Print
- Analogue

Target group

- Business-to-Business
- Business-to-Consumer
- Business-to-Employee

Marketing objective

- Brand awareness, increased audience reach
- Customer care
- Employee recruitment
- Lead generation, new customer acquisition
- Sales increase

Customer Journey

- ✓ Awareness
- ✓ Consideration
- ✗ Purchase
- ✓ Retention
- ✓ Advocacy

Ad media

- ✗ Advertisement, Banner
- ✗ Advertorial
- ✗ Annual report
- ✗ Appointment calendar
- ✓ Audio, radio spot, audio file
- ✗ Augmented Reality
- ✓ Beach flag, flag, roll-up
- ✗ Book, E-book
- ✓ Brochure, flyer, inserts
- ✓ Catalogues, price lists
- ✗ Chat, chatbot
- ✗ Company entries
- ✗ Configurator
- ✗ Contact form
- ✗ Content SEO-optimised
- ✗ Credit card
- ✗ Customer card
- ✗ Display, monitor, citylight, megalight
- ✓ Display stand, light box
- ✗ E-mail, signature banner
- ✗ E-paper
- ✓ Event
- ✓ Exhibition stand, event modules
- ✗ FAQ
- ✓ Games, competitions
- ✗ Google Business Profile
- ✓ Influencer
- ✗ Landing-page, microsite
- ✗ Location Based Service
- ✗ Mobile payment systems
- ✗ Newsletter
- ✗ Newspaper, magazine, periodical
- ✗ NFC
- ✓ Offer, quotation
- ✗ Office equipment
- ✗ Office files
- ✓ Operating instruction, user manual
- ✓ Passers-by addressing
- ✗ Petrol pump nozzle
- ✓ Postcard
- ✗ Poster, billboard, pillar
- ✓ Product live demo
- ✓ Product packaging, product labeling
- ✓ Product sample
- ✗ Programmatic print
- ✓ Promotional items
- ✗ Push, text messages
- ✗ Quality seal
- ✓ QR code, link
- ✗ Rental addresses, target group areas
- ✓ Roof objekt
- ✓ Sales talks
- ✗ Self service terminal
- ✗ Shopping cart
- ✓ Sign, labelling
- ✗ Social media advert
- ✗ Social media company page
- ✗ Social media posting
- ✗ Social media profile page
- ✓ Sponsoring
- ✓ Spontaneous event
- ✗ Structured company data records
- ✓ Survey
- ✗ Telephone and video call service
- ✗ Unboxing
- ✗ V-card
- ✓ Video spot, moving image
- ✗ Virtual Reality
- ✗ Virtual, voice assistant
- ✓ Vouchers, coupons, discount cards
- ✗ Web layer
- ✓ White paper
- ✓ WLAN for visitors

Connected media channels

- Community
- Consulting, support, training
- Corporate lounge areas
- Customer loyalty programme
- Delivery
- Digital signage, POS TV
- Email, email newsletter
- Field sales force
- Guerilla marketing action
- Influencer marketing
- Messenger
- Metaverse

Newspapers, periodicals, magazines (publishing objects)

Online shop (Brand)

Out of Home (OOH)

Point of sale (POS), Showroom

Print mailing

Product, service experience

Public Relation

Recruitment platform

Shop windows, display areas

SMS

Social media platforms

Video streaming platform YouTube

Website (Brand, topic)