

# What is field marketing?

Designing a holistic event strategy

Creating interest throughout the customer journey

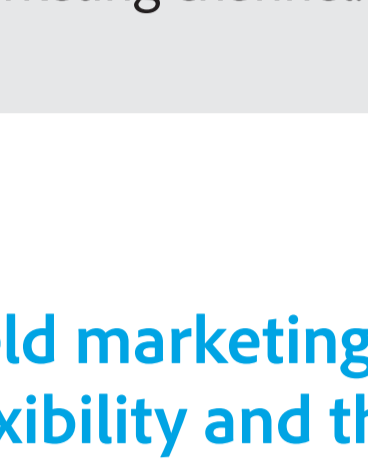
Partnering with sales and other teams to grow and accelerate pipeline

Analyzing data to optimize future event marketing

**"It's key to build a hybrid strategy that includes the right mix of in-person and virtual events, so we're engaging with our customers in different ways. We like to be creative, innovative, and open in our thinking."**

Shannon Jasper  
Field Marketing Manager  
Experience Creator and Brand Builder

## Why is field marketing so important?



of business leaders agree that event marketing drives greater ROI than any other marketing channel.<sup>1</sup>



Companies that excel at nurturing leads generate 50% more sales-ready leads at a 33% lower cost.<sup>2</sup>

## "Field marketing requires flexibility and the ability to pivot quickly when market conditions change."

Shannon Taschereau  
Senior Field Marketing Strategist  
Event Logistics Expert and Analytics Aficionado



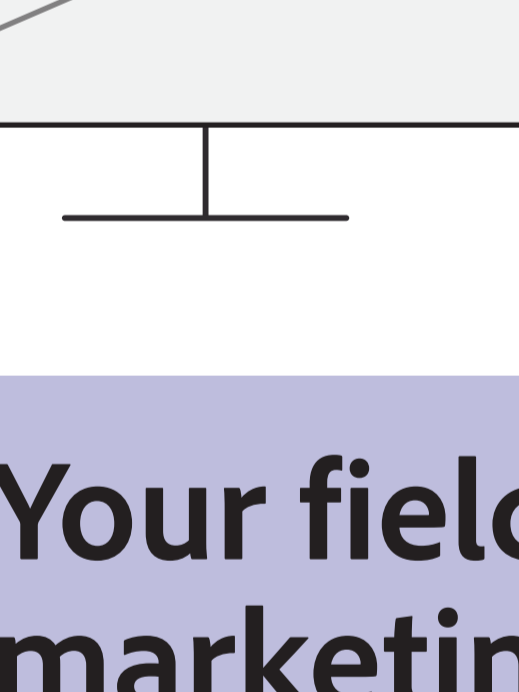
## Field marketing strategies for the entire sales funnel



GOAL	EVENTS
Build Awareness	Larger live and virtual events, direct mail Tradeshows/conferences, happy hours, third-party sponsored events
Accelerate Pipe	Content-focused, targeted smaller events, direct mail lunch- (or brunch-) and-learns, roadshows, hackathons, workshops, panel discussions
Close Deals	Intimate events for key accounts Tailored experiences: sporting events, celebrity chef events, wine tastings

## A quick checklist for field marketing success

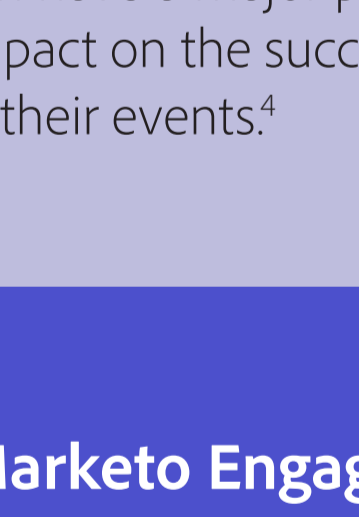
- Set pipeline and deal acceleration goals
- Use data to choose the right mix of events for your objectives
- Leave enough time to plan each event  
Hint: 5 to 8 weeks is the average time B2B companies spend planning events<sup>3</sup>
- Divide and conquer with sales
- Remind (and remind again)
- Always have contingency plans



**"We always look at our historical analysis. We don't make any decisions without it. You've got to use the information that you have to guide future decisions and stay on the right track."**

Caroline Hull  
Director, Commercial Field and Partner Marketing  
Data-Driven Field Marketing Leader and Pipeline Accelerator

## Your field marketing toolbox



of event marketers believe that technology can have a major positive impact on the success of their events.<sup>4</sup>

- What's in the **Market Engage** field marketing team's toolbox:
- CRM software
  - Marketing automation system
  - Event management platform
  - Revenue attribution application
  - Interactive webinar/live event tool
  - Personalized video solution
  - Digital event targeting and promotion

**"As field marketers, we welcome trying out new technologies that open up possibilities for future events."**

Brittany McKeighan  
Events Campaign Manager  
Campaign Optimizer and Marketo Program Creator Extraordinaire

**"Never underestimate how useful virtual events can be, especially if there is a need to shift from in-person events or create an event with a tight turnaround time to increase revenue."**

Josh Millward  
Field Marketing Manager  
Event Maker and Marketing Enthusiast



**223 hours per year is the average time businesses save by using event software.<sup>5</sup>**

LEARN MORE about how Marketo Engage is helping companies usher in a new era of marketing excellence. Visit: [marketo.com](https://marketo.com)

<sup>1</sup> "The Event Marketing Evolution: An Era of Data, Technology, and Revenue Impact," Splash: <https://splashthat.com/resources/event-marketing-evolution-hbr-report/>  
<sup>2</sup> "The Definitive Guide to Lead Nurturing," Marketo: <https://www.marketo.com/definitive-guides/lead-nurturing/>  
<sup>3</sup> "Who Are the Major Players Disrupting the Event Industry," Forbes: <https://www.forbes.com/sites/edmundingham/2014/12/10/who-are-the-major-players-disrupting-the-events-industry/>  
<sup>4</sup> "2018 Event Marketing Benchmarks and Trends," Bizzabo: <https://blog.bizzabo.com/event-marketing-2018-benchmarks-and-trends>  
<sup>5</sup> "2019 Event Marketing Report: Benchmarks and Trends," Bizzabo: <https://welcome.bizzabo.com/event-marketing-2019>