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WHITEPAPER

Microsites for Events

Diminutive by name, not by nature

While the title may suggest something intrinsically minute, the reality of a Vuture microsite is quite different, being full of features as diverse and malleable as your imagination allows.

Coming in many shapes and sizes, microsites serve as fully interactive websites, dedicated event hubs, alumni portals, resource centres, blogs, language sites, extranets or simple standalone landing pages.

They can exist externally, reachable through a URL of your choosing, or affixed to a pre-existing domain, and are accessible only by using a password-protected login for maximum security.

A vital part of event marketing

The online delegate experience can make or break an event.

Without an online hub dedicated to educating and entertaining visitors, registration numbers and repeat attendance will suffer.

Humans want to be wanted. As a marketer, you know that a robotic, impersonal email invitation suggests little more than a need to fill a quota, so you personalise your messaging to add engaging and informative individual appeal – great, this goes a long way to retaining interest.

But it doesn't go all the way. That's where a microsite comes in.

Integrating directly with your Events module and CRM, a microsite allows you to deliver the ultimate online experience where guests are welcome to explore the agenda, gather information and download any digital assets you've shared with them.

> A microsite is an effective marketing tool that can be used for a vast number of purposes.

Your
benefits

- ✓ CRM integrated
- ✓ Accessed via a unique vanity URL or your own domain
- ✓ Fully secure HTTPS
- ✓ Mimics your company's look and feel
- ✓ Automated webpage publishing using Triggers

- ✓ Track user engagement
- ✓ Data is written back to your CRM
- ✓ Form creation
- ✓ Dynamic content (cross-linking, RSS feeds, social media)
- ✓ Intelligent reporting

Delegate
benefits

- ✓ Exclusivity
- ✓ Event agenda
- ✓ Speaker bios
- ✓ Galleries
- ✓ Maps
- ✓ Password protected

- ✓ Blogs
- ✓ Accessible from any device
- ✓ User profile pages
- ✓ Personalised experience
- ✓ Photo upload

Microsites, macro experiences

Creating an ideal event microsite involves tying those benefits together with elements of design, flow, UX and testing to build and maintain the professional relationships you desire. Here's a taster of what the key components under the hood can do:

Microsite Manager

- Organises your sites into a structure that matches how your organisation works
- Saves complete websites as templates to be re-used in the future
- Uses HTML and iFrame code to embed pages on external websites with dynamic personalisation

Text Editor

- WYSIWYG on-page editing, MS Word-style
- Personalisation fields such as 'First name', 'Company name', etc
- HTML editing for advanced users

Image Editor

- Flexible image editing with fixed and variable image sizes
- Image libraries that can be shared across Vuture modules
- Multiple image upload with auto conversion to web-friendly format

Layout Editor

- Drag and drop snippets within pre-defined brand guidelines
- Wide range of dynamic snippets, including video, social media, random content, polls, Google Maps and much more

Form Editor

- WYSIWYG form builder
- Insert CRM and Vuture fields into the same form
- Seamless integration with ON24's webinar platform

Workflow

- Granular, multi-step workflow
- Page history/version control allowing rollback to previous versions

Branding

- Powerful templates can be built to enforce brand integrity
- Look, colours and logo that match your brand throughout
- Brand assets can be managed in a flexible image and template library

CRM Integration

- Integrates with InterAction, Salesforce, MS Dynamics and OnePlace
- Tracks visitors and writes their activities to your CRM
- Form submissions are also written back into the CRM in real-time

Microsites: Best Practices for Event Excellence

No two events are the same, and nor should two microsites be. But there are certain guidelines that every microsite should adhere to.

Fast Deployment

Microsites can be deployed quickly, making them perfect for events with a short lifetime on the web. Seasonal promotions are another terrific application of microsites.

We've listed the main 5 for you below.

I. **Maintain a laser-sharp focus on your event**. An event microsite has one purpose: to advertise and inform people about the event in question. While information should be readily available and as detailed as necessary, don't make the site too bloated and weigh it down with ultimately superfluous content. Keep it targeted and succinct, and devoted to the main goal: selling your event.

II. **Don't shirk on your CTAs**. Selling your event is why the microsite exists, and when you want to make a sale, you need to keep the CTAs coming. Make every page user-friendly, simple yet intuitive to manoeuvre and full of confident copy and design, but always ensure that a bold, attractive CTA – BOOK NOW; RESERVE A SEAT; ASK A QUESTION – is in striking distance for your visitors.

III. **Take the opportunity to develop your brand.** Wholesale changes, no. Don't use your microsite as a research and development hub to reinvent the wheel (though that could be an option for a non-event microsite in the future), but do treat it with a little more looseness and embrace the freedom to try out new things on a smaller scale.

IV. **Stay connected**. As we stated above, laser-focus on the event is paramount, but give your visitors every chance to discover more about who you are and what you stand for. Subtle yet clear links to your main site should exist and be easily clickable – and the same goes for your social media pages. Page footer boilerplates with your active and updated social media channels highlighted should appear all over your microsite. And don't forget to keep reminding visitors about that all-important #hashtag for the event itself.

V. **Sharing is caring**. Share buttons and tabs should also appear all over your microsite if you want your event to go "viral" and attract contacts beyond those you already know. Unlike bottom-of-the-page social media links, your sharing CTAs should be more pronounced and varied; there are dozens of ways to share content so cover all bases.

Could your events be improved by a uniquely designed online hub, dedicated to your delegates?

Contact us to get a closer look at how tailored microsites are having a major impact on event success.

Start a conversation
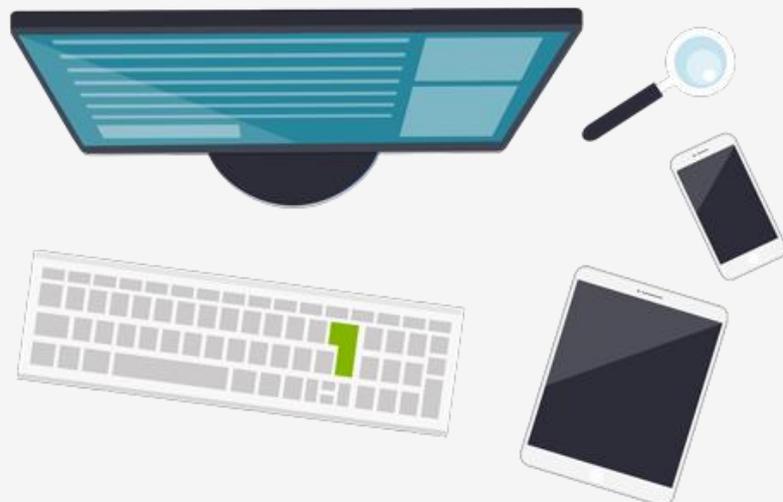
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