

Role of Marketing and Promotional Strategies in the Success of Event Management

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Abstract — Event management has evolved into a strategic discipline where marketing and promotion are critical for success. This study analyzes the role and effectiveness of various marketing and promotional strategies in the event industry. A descriptive research design was employed, utilizing both primary data from a survey of 120 respondents and secondary data from academic literature. The findings indicate that digital marketing, particularly social media campaigns on platforms like Instagram and Facebook, is the most dominant and effective strategy, with 70% of respondents noticing it and 60% citing it as their primary influence to attend an event. Traditional methods like word-of-mouth remain relevant but are secondary. The study concludes that an integrated marketing approach, combining digital and traditional tools while focusing on audience-centric and experiential tactics, is essential for maximizing participation, sponsorship, and overall event impact. Recommendations include leveraging data analytics, influencer collaborations, and post-event engagement to sustain brand value.

Keywords — Event Management; Marketing Strategies; Digital Promotion; Social Media; Integrated Marketing Communication.

1. Introduction

The event management industry has undergone a significant transformation, expanding from a logistical support function to a major strategic sector integral to cultural, corporate, and social landscapes. This evolution has been driven by globalization, digitalization, and increasing consumer expectations for experiential engagement. In this highly competitive environment, effective marketing and promotion have become the backbone of successful event execution. They are no longer ancillary activities but fundamental pillars that determine audience reach, brand visibility, sponsorship acquisition, and ultimately, the financial viability of an event.

This study delves into the critical role of marketing and promotional strategies within event management. It seeks to understand how these strategies are employed across different types of events and to evaluate their effectiveness in attracting and engaging target audiences. By examining both traditional methods and modern digital techniques, this research aims to provide a comprehensive overview of the current promotional landscape. The purpose is to offer actionable insights and evidence-based recommendations for event managers, marketers, and organizations to enhance their promotional efforts, ensure higher participation rates, and achieve sustained success in the dynamic event industry.

2. Literature Survey

The academic foundation of event management establishes it as a blend of art and science, requiring both creative design and systematic project management principles (Allen, 2011) [1]. Goldblatt (2014) further emphasizes that events are platforms for cultural expression and economic activity, highlighting their multifaceted importance [2]. The application of marketing theory to this field is well-documented. Kotler & Keller (2016) assert that the traditional marketing mix (4Ps) must be customized for events, where the 'Product' is an intangible experience, 'Price' influences perceived value, 'Place' refers to venue accessibility, and 'Promotion' is crucial for persuasion and awareness [3].

The promotional landscape has been revolutionized by digitalization. Mangold & Faulds (2009) identified social media as a hybrid promotional tool that merges advertising, PR, and word-of-mouth, a notion that has become increasingly relevant [4]. Tuten & Solomon (2018) and industry reports corroborate that digital platforms offer cost-effective, targeted, and measurable outreach, making them indispensable for modern event promotion [5]. Empirical studies, such as one by Chavan & Patil (2016) in the Indian context, demonstrated a over 40% increase in participation for college festivals through social media

campaigns [6]. Previous research by Getz (2005) and Lee & Back (2007) consistently underscores the direct correlation between strategic promotional activities and key success metrics like attendance, satisfaction, and sponsor attraction [7, 8]. This body of literature confirms that while traditional methods retain value, digital promotions are now the driving force behind audience engagement in the event industry.

3. Research Methodology

This study employs a descriptive research design to accurately describe the characteristics of marketing and promotional strategies in event management and their perceived effectiveness. The research utilizes a mixed-methods approach, integrating both qualitative and quantitative data to provide a holistic understanding of the subject.

3.1 Data Collection

Primary data was collected through a structured questionnaire distributed to a sample of 120 respondents who have experience as event attendees. The questionnaire was designed to gather data on demographics, awareness of different promotional strategies, and their influence on attendance decisions. Secondary data was sourced from authoritative academic books, peer-reviewed journals, industry reports, and case studies to build a theoretical framework and contextualize the primary findings.

3.2 Sampling

A convenience sampling technique was employed due to constraints of time and resources. The sample consisted of 120 respondents, with a demographic breakdown of 55% aged 18-25, 30% aged 26-35, and 15% aged 36 and above. The sample included students (40%), working professionals (45%), and others (15%), ensuring a diverse perspective on event promotions.

3.3 Data Analysis

The collected data was analyzed using statistical tools, primarily percentage analysis, to quantify responses and identify trends. The results are presented through tables and graphical representations (bar charts, pie charts) for clear visualization and interpretation.

4. Results and Discussions

The analysis of the survey data yielded clear insights into current trends and effectiveness in event promotion.

Promotional Channel Awareness: When asked which strategies they noticed most, social media (Instagram, Facebook, YouTube) dominated with 70% of respondents, significantly outperforming word-of-mouth (55%), posters & banners (40%), email marketing (25%), and celebrity endorsements (20%).

Influence on Attendance: The effectiveness of these channels was even more pronounced. A majority of 60% of respondents stated that social media ads were the primary influence on their decision to attend an event. This was followed by friends/word-of-mouth (25%), posters/flyers (10%), and email invites (5%).

Audience Perception: The perception of event promotions was largely positive. 65% of respondents believed that professional promotions made an event seem "well-organized," and 20% felt they created "excitement and anticipation." However, 10% felt that promotions were sometimes "exaggerated," indicating a risk of over-promising.

Table 1: Most Noticed Promotional Strategies

Strategy	Percentage of Respondents
Social Media	70%
Word of Mouth	55%
Posters & Banners	40%
Email/Direct Marketing	25%
Celebrity Endorsements	20%

Table 2: Most Influential Promotional Method on Attendance Decision

Method	Influence Rate (%)
Social Media Ads	60%
Friends/Word of Mouth	25%
Posters/Flyers	10%
Email Invites	5%

5. Conclusion

This study concludes that marketing and promotional strategies are indispensable strategic pillars for success in the modern event management industry. The research clearly demonstrates a paradigm shift towards digital promotion, with social media emerging as the most dominant and influential channel, particularly for attracting the key demographic of young adults. Its cost-effectiveness, targeted reach, and interactive capabilities make it superior to traditional methods for generating awareness and driving participation.

However, the study also affirms that traditional tools like word-of-mouth and localized advertising (posters, banners) still play a valuable role, especially in community-

based or niche events. The most effective approach is not a choice between digital and traditional but an integrated one that leverages the strengths of both. Furthermore, the positive audience perception of promotions is a valuable asset that can be undermined by over-promotion, leading to a mismatch between expectation and reality. Therefore, authenticity and consistent messaging are crucial.

For sustainable growth, event organizers must adopt an audience-centric, data-driven, and integrated marketing communication (IMC) strategy. This involves using analytics to refine campaigns, engaging influencers for wider reach, creating experiential pre-event content, and leveraging post-event highlights for sustained engagement. By viewing marketing not as a mere expense but as a critical investment, event managers can ensure higher visibility, increased participation, stronger sponsorships, and a greater overall impact.

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