Heating live events right now is a must. So B2B marketers have to use the next best thing to keep their brand visible and audience engaged.

With virtual events, B2B companies can continue to drive leads and keep their businesses alive.

Let’s take a look at the steps you can take to set up your virtual events for success.

1. **Before the Virtual Event**
   - **Choose a Platform:** Decide which platform is best for you. Make sure it can be scaled to fit your needs.
   - **Set Up a Plan:** Have a clear strategy in place. What do you want to achieve with the event? What will draw people in?
   - **Get the Right Audience:** Make sure your audience is engaged and interested in what you’re offering.
   - **Get the Right Time:** Choose the best time to host the event. Make sure it aligns with your audience’s schedule.

2. **During the Virtual Event**
   - **Avoiding Losing Attendance:** Make sure the event is engaging and interactive. Keep the attendees interested.
   - **Use Metrics to Track Engagement:** Keep an eye on the metrics to see how your audience is interacting.
   - **Get Your Staff Photography:** Have a professional take photos or videos to share on social media.

3. **After the Virtual Event**
   - **Generate Analytics:** Analyze the data to see what worked and what didn’t.
   - **Revise Ticker Images:** Take what you learned and use it to refine your approach for future events.
   - **Follow Up with Attendees:** Connect with the attendees and gather feedback to improve future events.

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You’re going to need the right data to amplify your sales and marketing.

Click here to learn how to Revolutionize the way you use data today.