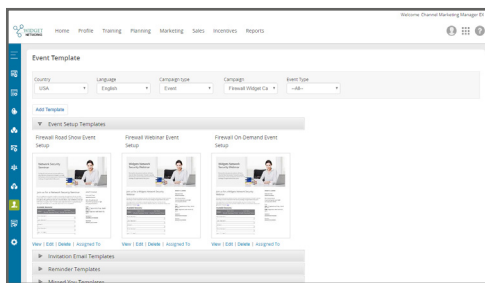# Event Marketing Management

The Event Marketing Management Module of ZINFI's partner marketing management (PMM) platform enables your organization to quickly set up trigger-ready multi-touch "event-in-a-box" campaigns that can be easily co-branded and customized by your channel partners. This gives partners another way to engage their prospect and customer base.

Template Management

With ZINFI's Event Marketing Management module, your organization can easily create and configure ready-to-use templates for channel partners to use for event registration landing pages. This includes both pre-event and post-event email templates.

The Event Marketing Management module allows your channel partners to quickly customize existing templates with specific information about the event they wish to host. Effective event templates enable your organization to engage more channel partners via webinars or roadshows, driving lead generation and potential sales.
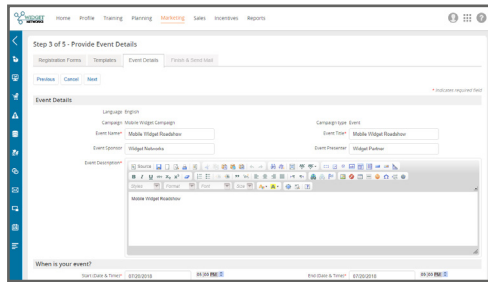

Key Features

✔ Landing Page Setup & Management
✔ Event Email Setup & Management

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Event Details Management

The Event Marketing Management module allows your organization and your channel partners to enter specific event details within the system to showcase on the event registration page as invitees register.

The module also allows you and your channel partners to create your own registration form with any specific fields you wish to include in your efforts to capture information from registrants. The multilingual functionality of our Event Marketing Management module enables you to get your non-English speaking partners engaged as well.
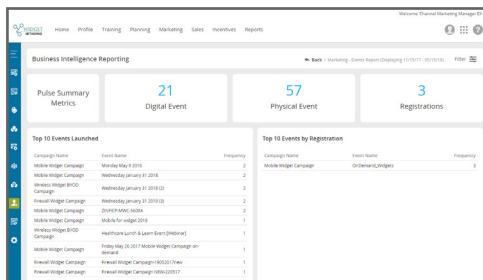

Key Features

✔ Registration Form Management
✔ Event Details Management
✔ Invitation Email Distribution

Campaign Performance Management

You can use the Event Marketing Management Module to manage the performance of event campaigns at the individual partner level. Real-time analytics provide valuable insights into campaign elements that are working well and elements that need improvement.

The Event Marketing Management module also enables your channel partners to keep track of all registrations they've received for the events to be hosted. Partners can quickly determine how large the crowd for the event is likely to be, and thus prepare with the required logistics to ensure smooth and flawless execution of the event.

Key Features

✔ Registration Count Tracking
✔ Registrants Details Management

Australia · China · Hong Kong · India · Indonesia · Japan · Korea · Romania · Singapore · UK · USA

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