



International
Neuromodulation
Society



Marketing Report e-INS 2021



Overview

Marketing activities from Nov 2019 – Sep 2021:

- Over 30 mailshots (with 12 resends & 11 translated mailshots) send to optimize engagement.
- 4 Google Display, 4 Google Search and YouTube advertising campaigns targeting **key audiences**.
- New Social Media accounts were created – Facebook & Twitter; Organized 12 Social Media Campaigns aimed at **congress awareness, registration push and program promotion and speaker highlights**
- Outreach to related societies, organizations and events to gain additional exposure. Had **34 successful cross-promotional agreements**. Full list can be found [here](#).
- Outreach to the **past participants, registered authors, speakers, committee & society members** to encourage promotion amongst their networks and colleagues.
- Sourcing and creating **original content** to be used across all channels including **4 promotional videos, Congress-Recap Videos, Videos** from chair and speakers, social media templates, program highlights and more. Full playlist [here](#).
- Created Content for the INS main **social media profiles**.



CLICK HERE TO VIEW A COMPLETE REPORT ON:
WEB TRAFFIC, MAILSHOTS & PAID CAMPAIGNS

Registrations

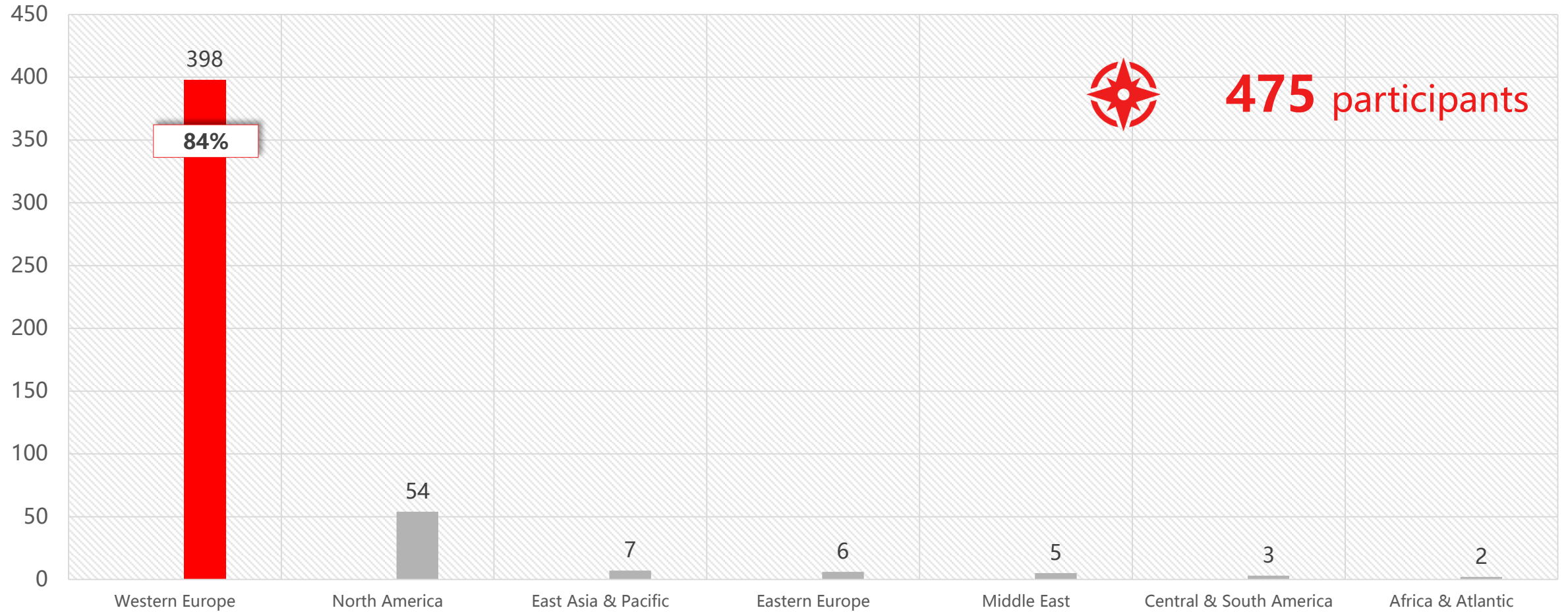
475 in-person

Abstract submissions

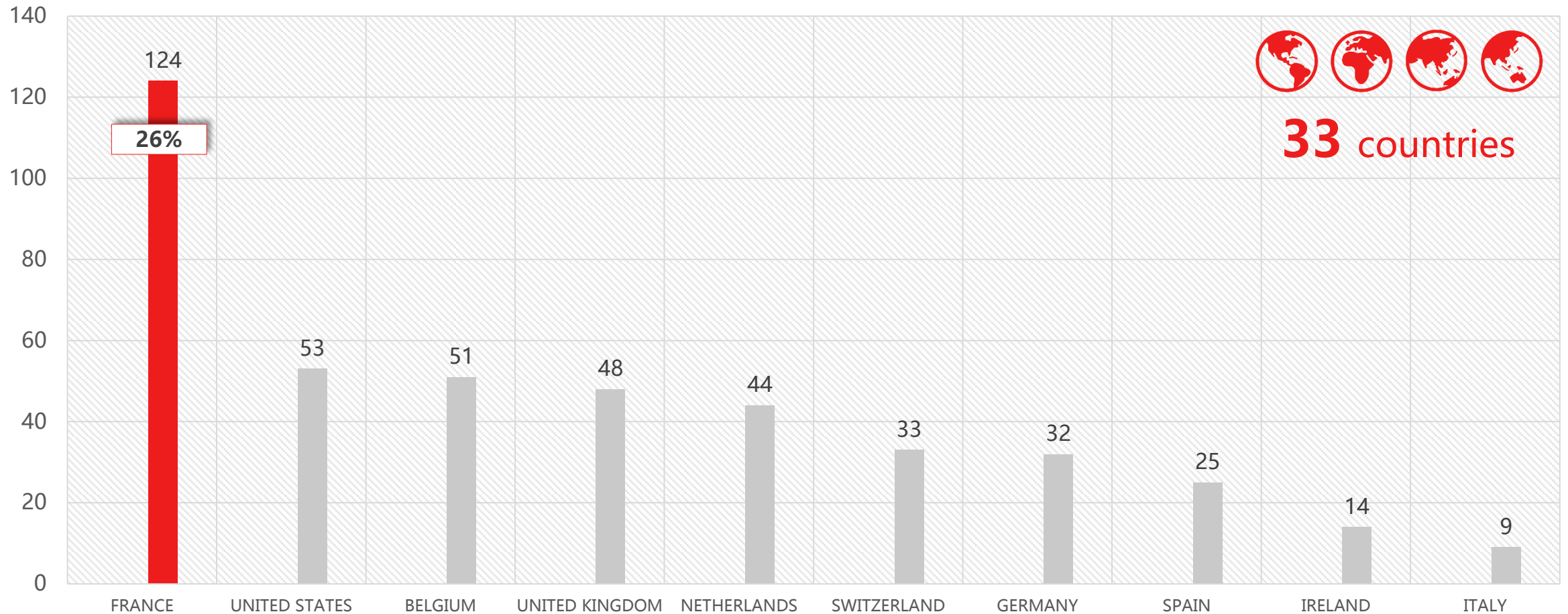
293



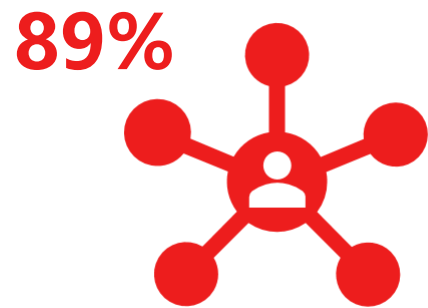
Participants by World Region



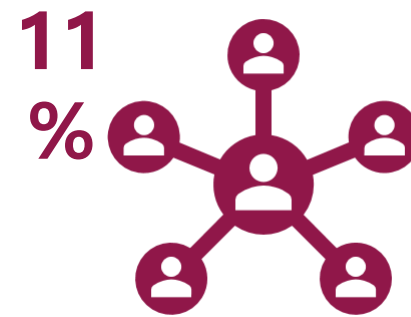
Participants by Countries (top 10)



Participants Type



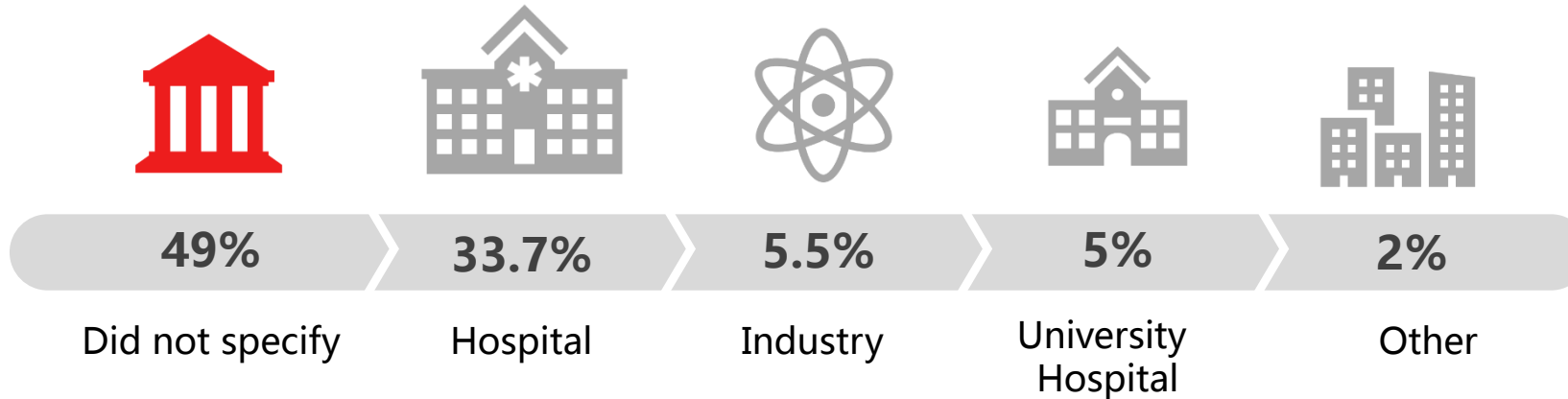
Individuals



Groups



Workplace Type

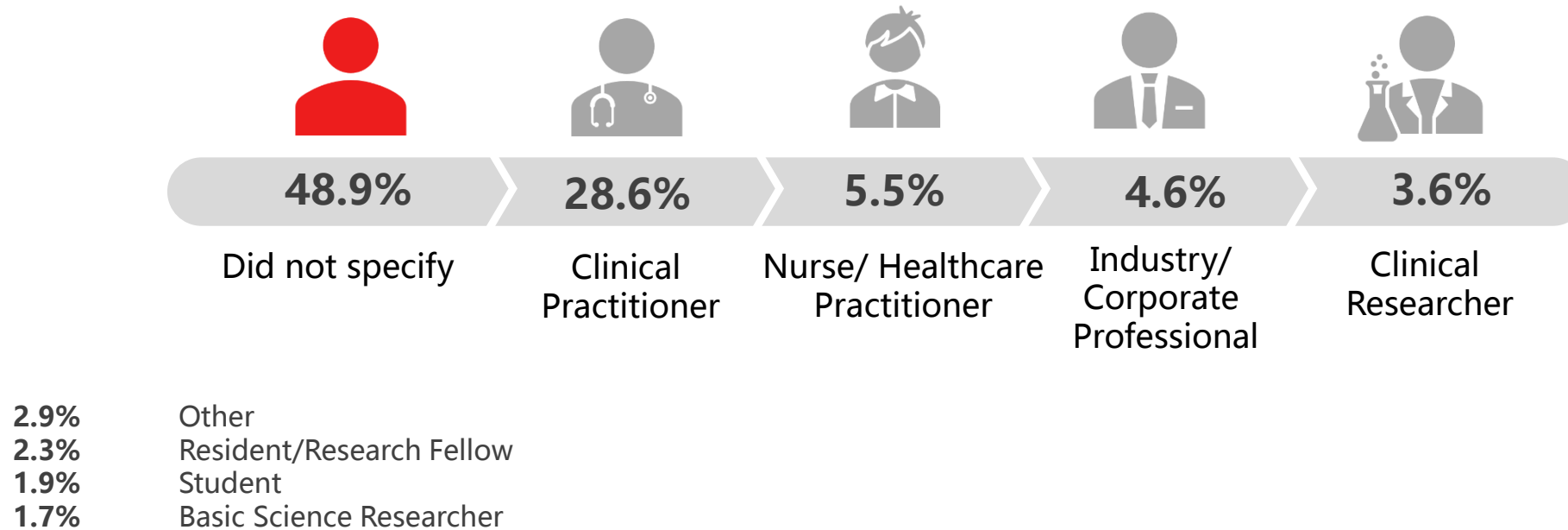


- 1.7 % Private
- 1.3 % University
- 0.7 % Comprehensive Care Clinic
- 0.7 % Research Institute
- 0.4% Laboratory



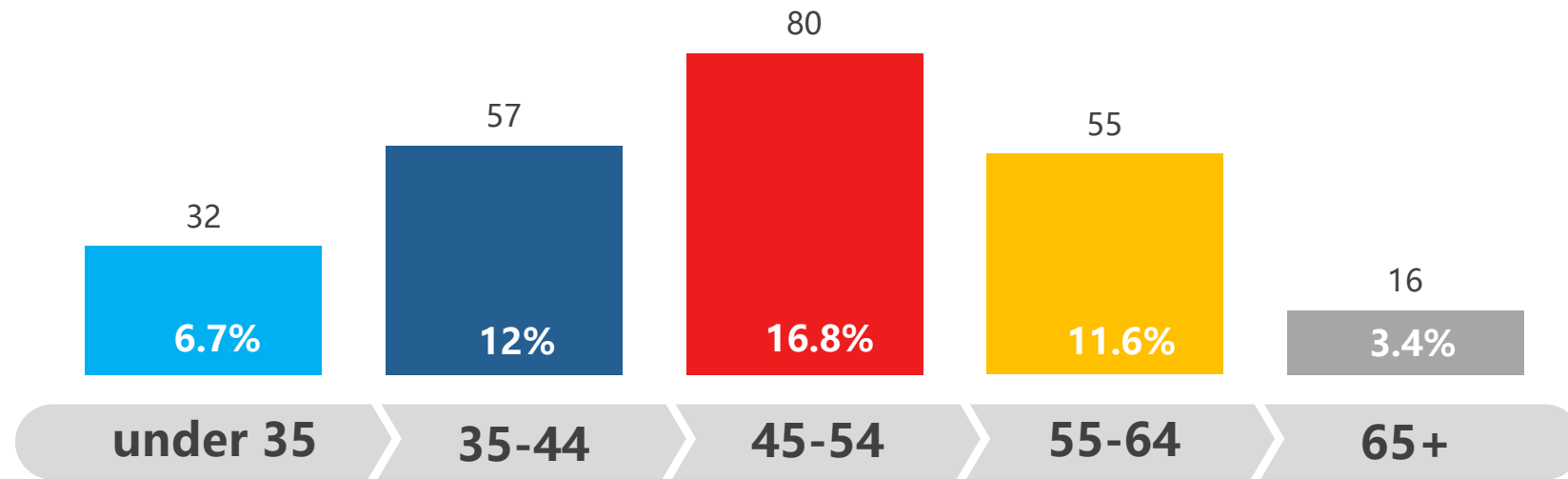


Professional role





Age groups



49.5% Did not specify

Although e-INS was postponed from 2020 to 2021 and faced great challenges due to the global pandemic the meeting managed to take place in-person as planned. Marketing activities contributed to this success by:

- Delivering exciting and relevant content to appropriate audiences.
- Utilizing the latest Social Media and Online advertising trends.
- Benefiting from the user-friendly structure and design of the congress website.
- Achieving successful cross-promotion with related events and societies.
- Creating engaging content to promote the program, the speakers and the scientific sessions.
- The outreach activities to past participants, speakers and authors to help promote the event.

Future successes will depend on further improving the scope of these marketing activities and:

- Increasing engagements with INS member societies and regional chapters
- Continued use of modern visualization of important information in mailshots, the websites and other communication channels.
- Creating more video content from speakers highlighting individual sessions.
- Maintaining high engagement on the e-INS Social Media channels.

THANK YOU