

BLUE CACTUS

THE MARKETING CHANGE AGENTS

EVENT MARKETING

EXPERTISE

 **BLUECACTUS.DIGITAL**

At Blue Cactus Digital, we help event organisers attract more exhibitors, sponsors and attendees through data-led marketing strategies that combine structure, creativity and measurable impact. Our work with What Else Events, Reset Connect and ShowShoppa showcases how we help events grow visibility, streamline systems and drive real results.

// WHAT ELSE EVENTS

We supported What Else Events with the implementation and optimisation of HubSpot to manage exhibitor and sponsor pipelines more effectively.

This included data migration, contact segmentation, lead capture automation and custom dashboards to improve reporting and sales visibility. We also provided hands-on HubSpot training for the in-house team, ensuring they could confidently manage campaigns, track leads and measure performance. The result was a more efficient, transparent process and a solid foundation for scaling future events.

// RESET CONNECT

As the UK's leading sustainability and net zero event, Reset Connect required a long-term paid media strategy that evolved with each event phase.

We managed LinkedIn Ads and Google Ads campaigns targeting sponsors, exhibitors and visitors, adapting messaging as the event approached. Through audience segmentation, A/B testing and creative optimisation, we helped increase engagement among investors, business leaders and sustainability professionals, driving registrations and partner interest throughout the campaign.

// SHOWSHOPPA

We worked with ShowShoppa to strengthen the digital marketing for their event platform, which supports trade shows and consumer events in selling online.

Our support focused on audience strategy, campaign planning and content development, positioning ShowShoppa as a technology partner helping organisers extend sales opportunities beyond the show floor. We also provided consultancy on lead generation and paid media planning, ensuring their campaigns could reach organisers at the right time with the right message.

// OUR APPROACH

We connect systems, strategy and storytelling to make event marketing more effective. From CRM setup and training to full funnel ad campaigns and performance analysis, every project is built around measurable outcomes and long-term growth.

Services include:

- 🌵 HubSpot setup, automation and training
- 🌵 Google Ads and LinkedIn Ads management
- 🌵 Campaign strategy and creative development
- 🌵 Audience segmentation and lead generation
- 🌵 Performance tracking and optimisation

GET IN TOUCH WITH US!

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