

digital edge

Edgier Meetings Marketing

Edgier

THIS IS WHAT WE DO.

And by do, we mean making our clients stand out with holistic destination marketing backed by over **75** combined years of DMO and hotel sales and marketing experience.

Tahoe
South®

MEETINGS & CONVENTIONS MARKETING

We handle the entire lifecycle of a DMO's meetings marketing program. While fully integrating sales team efforts, we implement services with a comprehensive approach to reaching meeting planners—an approach that maps out tactics for each stage of the meeting planner's decision-making journey.

PLAN



Meeting Planner

Buyers Journey

GENERATE NEW LEADS

Not Dupes. Show more value to your hotel partners by generating new leads and meeting planner contacts from your meetings marketing campaigns. Leads that aren't being distributed by Cvent or their National Sales offices.



Target Specific Group Segments.

Drill Down. Create more targeted meetings campaigns that help you grow awareness & reach in specific niche segments like technology, agriculture, medical, etc.



Get Planners to Visit Your Destination.

Once we get 'em there,

YOU GOT'EM

When a meeting planner sees your messaging it may very well be one of their first touch points with your destination. Use the opportunity to gain their interest in a site visit & build your messaging through each stage of the funnel leading to the RFP.



We're not MONOGAMOUS ...



RESOURCES | eBooks, Blogs &
Case Studies

Digital Edge has literally written the
book on Meetings & Conventions
Marketing - 4 of them!

Check out the free resources we
have developed just for DMO's.





“I cannot thank the Digital Edge team enough for taking on our planning and this relationship at the last-minute and running with it to make it successful for marketing, sales and Atlanta CVB as a whole. I appreciate how involved and engaged the team is with me and most especially our sales team. This has been quite a welcome change from agency relationships that we've had in the past.”



Lauren Dismuke Rushing
Director of Meetings Marketing, Atlanta CVB



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