EVENT MANAGEMENT

Impact of Digital Marketing on Customer Acquisition in the Event Management Industry: A Study with Special Reference to Om Sai Events

Rajat Rathod, Akshay Kasare, Rajat Gera

Amity Business School, Amity University Mumbai, Maharashtra, India

Published November 2026

Abstract

Organization increasingly use various forms of digital marketing to grow their business reach, acquire new customers and build ongoing customer loyalty. For the event management industry, which relies heavily on the creative offering, standard of care, reputation and experience of a provider, there are many avenues available online to advertise this and generate interest from target customers.

This dissertation sets out to investigate how digital methods can drive customer acquisition for providers within the event management space, considering the case of Om Sai Events Pvt. Ltd. Specifically, the dissertation will consider social media, advertising, imagery and other forms of e-communication to inform customers and drive customer interest.

A mixture of descriptive and exploratory methodology has been used, drawing upon published material as well as first-hand knowledge obtained throughout the author's Summer Internship Programme (SIP) with Om Sai Events and decoration . During the SIP, the author undertook tasks including interfacing with and managing customers.

Through the use of Instagram, Facebook and WhatsApp Business, the dissertation looks at how these channels can help the organisation to grow its reach, increase its profile and enhance its perceived reliability. However, there are additional factors to consider including competitor activity, budget constraints and securing a conversion from lead to sale.

Overall, if digital campaigns are accompanied by appropriate customer care and communication, they can be beneficial in driving customers to an event management organization. The dissertation argues for greater formality around digital initiatives and measuring success against tangible metrics, e.g. number of quality leads and sales.

1 Introduction

As digitalization continues to accelerate across all aspects of life, companies are able to advertise, interact and differentiate themselves from competitors using a range of new digital tools. This has given rise to the field of digital marketing, which allows companies to attract, grow and nurture a customer base via the use of digital media.

There are many forms of digital media available to market companies' offerings, ranging from social media, paid advertising, their own website(s), e-mail campaigns etc. A key feature of digital marketing is that it facilitates two-way interaction between the company and its target audience, whereby promotional messaging can be distributed and feedback received in real time.

Event management encompasses a wide variety of industries focused around the provision of a service to the client. These include (but are not limited to) wedding, business, private, special occasions and function management within the food and beverage industry. In each case, significant elements of the business will involve imagination, meeting the needs of the client, delivering a standard of service and maintaining the image of the business.

It is common that clients will conduct research prior to appointing an event manager. This may take the form of browsing images and clips of past events, or seeking out references and feedback from third parties. Hence, being able to represent the company's output effectively to prospective clients will be highly beneficial.

Platforms including Instagram and Facebook offer one means by which an event management company can publicize the decor and displays created at events, and other works. In addition, the use of WhatsApp Business will enable the business to receive and respond to leads and maintain contact with existing and past clients.

2 Review of literature

This chapter sets out the body of published work on topics pertinent to this thesis, i.e. Digital Marketing, Social Media, Customers and Driving Customers.

In this paper et al. (2020) consider the extent to which social media is used by SMEs in India. In doing so, they establish the benefits that social media can bring to improve communications with and from their customers and their wider organization. Their findings offer some guidance to SMEs looking to increase their profile.

Social media has become an ever-increasing feature of our society, as outlined by Kaplan and Haenlein (2010). They provide a description of some of the characteristics of social media, namely the ability for users to contribute and communicate with each other and others online. These themes are applicable to firms in the events industry due to the ability of images, film and feedback to shape the views of prospective customers.

A further theme that underpins the acquisition of customers is described by Lemon and Verhoef (2016), who look at the customer experience over the course of their relationship with a company. There are many 'contact' points that the customer will encounter when considering and ultimately availing of a product or service. As noted previously, there are similarly multiple steps involved in obtaining a customer for an event management firm.

Through consideration of the above, it is clear that there is a significant amount of research available on the subject of digitalizing and interacting with customers; however, more work should be undertaken to explore this area with reference to SMEs in the events sector.

3 Research methodology

Research methodology can be defined as the process and techniques applied to gather, analyses and evaluate data to meet the aims of any given piece of research. In this case, the methodology employed has been descriptive and exploratory, aimed at investigating the use of digital marketing to attract customers to an events organization (i.e. Om Sai Events Pvt. Ltd.).

3.1 Research design

As noted above, the chosen design for this project is one that is descriptive and exploratory. By taking a descriptive stance, I was able to gain insight as to how digital marketing could be applied to inform and generate interest in potential customers. Through an exploratory lens, I could investigate some of the difficulties experienced when applying these methods to the events industry.

3.2 Nature of research

The research will take a predominantly qualitative form, looking at the various commercial, informational and technological methods adopted by companies to communicate with their target audience. This will be supplemented by first-hand experience and knowledge obtained from working at a commercial organization.

3.3 Sources of data

There are two principal means from which I have acquired data for this research:

Secondary Data:

Data has been sourced from existing literature, including research articles, journal articles, texts and web-based resources covering digital marketing, social media, consumer psychology and the acquisition of new customers.

Commercial First-hand Knowledge:

In addition, knowledge obtained as part of my Summer Internship Programme with Om Sai Events Pvt. Ltd. forms the basis of the remaining data used in this research. During this period I worked directly with clients and oversaw key functions of the organization, thereby acquiring a degree of familiarity with its customer base and commercial offerings.

It should be noted that no attempt has been made to quantify the business generated by Om Sai Events Pvt. Ltd. as a direct result of my period of work there.

3.4 Study organization

Om Sai Events Pvt. Ltd. is the subject organization selected for this research. As an events and associated hospitality provider, it affords the ideal platform to consider the interactions and processes undertaken to secure new customers.

3.5 Method of data analysis

The combination of secondary and commercial data has been analyzed to identify key areas pertinent to this research. Specifically, these include:

- Establishing an online presence.
- Disseminating messages via social media channels.
- Generating an air of legitimacy online.
- Interacting with the customer via digital mediums.
- Receiving and acting upon customer interest to convert to bookings.
- Difficulties encountered when executing the above.

3.6 Scope of the study

This research seeks to ascertain the extent to which digital marketing can drive the growth of the customer pool of events organizations. A number of digital and social media-led initiatives have therefore been considered.

3.7 Limitations of methodology

No formalized and statistically significant survey of the organization's customer base has been conducted, nor has access to the organization's records been granted. Consequently, this research cannot offer empirical evidence to support its findings. They are drawn solely from the secondary and commercial data discussed above

4 Research objectives

The aims of the research are:

1. To establish the value of digital marketing for event management firms.
2. To investigate the effect of social media on raising profiles and driving enquiries.
3. To analyse the effect of images and other digital assets on building credibility.
4. To explore the contribution of digital means of communication to fostering customer loyalty.
5. To consider any barriers that SMEs experience when using digital marketing.
6. To propose ways in which digital marketing can drive higher numbers of new, booked customers.

5 Analysis and discussion

There are many ways that digital marketing can be applied to enable event management firms to grow and generate interest from target audiences. From the literature studied and considering the operating environment at Om Sai Events Pvt. Ltd., these points can be considered in more detail when looking at driving customer interest.

5.1 Social media and customer awareness

By using social media (e.g. Instagram, Facebook), event management firms have the opportunity to advertise and raise their profile to a larger pool of people. Posting images and other media of past events will continue to drive the firm's profile to prospective customers.

5.2 Imagery and customer perception

As noted earlier, the event management sector lends itself well to imagery. It is therefore likely that many customers will look at photo(s) or video footage of events that a given company has managed, before deciding to use their services. By providing good and honest representation of this, the firm will be better placed to establish trust with the customer.

5.3 Digital channels for interacting with customers

As mentioned previously, digital channels such as WhatsApp Business will also allow the business to interact with and learn more about the customer. If the firm can ensure prompt and appropriate contact with interested parties, they stand a greater chance of securing the event.

5.4 Customer testimonials

As outlined above, if other customers are happy with the service provided by the event management firm and leave positive comments and word-of-mouth, this can also feed into attracting further enquiries

6 Key findings

From the above discussion and analysis, several key themes emerge from this chapter:

- Through the use of various digital tools, firms can work to expand their profile to attract further enquiries.
- Social media is one method that can be used to market the firm's offering and generate interest from others.
- Due to the nature of the industry, firms will need to display sufficient example imagery to help shape the customer's view of their ability.
- The firm needs to utilize these digital avenues to gather more information about the customer.
- As discussed, the firm can benefit from other customers' online opinion of their service.
- However, receiving enquiries via digital means will not necessarily translate to booked-off events. Further interaction and provision of a good service will still be required.
- Some firms may struggle with certain aspects of digital marketing, e.g. budget, frequency of posting and assessing success.

It should be noted that the above points have been drawn from a combination of literature and the current research design, and no quantitative analysis was conducted on each firm's data.

7 Recommendations

In light of these conclusions, the following actions could be taken by Om Sai Events Pvt. Ltd. and other comparable firms:

- Continue to post suitable media (i.e. photos, video etc.) to their existing social media accounts to continue to drive their profile.
- Curate the existing images and video from managed events and make this available to the public.
- Use digital means such as WhatsApp Business to engage with the customer, keep them informed and continue the dialogue.
- Seek real feedback from satisfied customers and share these online.
- Track all incoming enquiries, record details of the customer and any subsequent contacts leading to an event being booked.
- Consider running digital campaigns to specific demographics and locations.
- Measure the outcomes of these activities in terms of the number of qualified enquiries, conversions and booked-off events.

By combining these activities with robust processes to manage and deliver to their customers, the business should see continued development.

8 Conclusion

With the rise of digital technologies, there has been increasing focus by organizations to incorporate these into their business. In particular, the digital space presents significant benefits to firms in the services sector, including those involved in events. As discussed in this paper, digital marketing plays a role in driving customers to an organization's service. This was explored in the context of Om Sai Events Pvt. Ltd.

Through digital means, including but not limited to social media, online advertising, interacting with and building rapport with customers, event management firms have the ability to reach a wider pool of prospective customers. Social networking websites such as Instagram, Facebook and messaging apps including WhatsApp Business all offer avenues to publicize past events, engage and cultivate a base of customers.

However, from the above discussion, it is apparent that digital marketing efforts will not be sufficient in themselves to drive customers to make a booking. Once leads have been identified, the organization must demonstrate how it can fulfill the customer's requirements, act promptly and efficiently, provide a level of service that exceeds expectations and earn the trust and referrals of satisfied customers.

Further learning and experience was obtained through the Summer Internship Programme at Om Sai Events Pvt. Ltd., which allowed me to appreciate the need to interact, manage and oversee the running of events. By doing so, event management organizations are able to learn more about their target market and its needs.

Overall, if event management organizations are able to implement key digital marketing initiatives, they stand to benefit from increased awareness, interest and demand for their products and services

References

[1] Chatterjee S, Kar AK (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53, 102103. https://doi.org/10.1016/j.ijinfomgt.2020.102103

[2] Kaplan AM, Haenlein M (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

[3] Kotler P, Keller KL (2016). Marketing Management. *15th ed*. Pearson Education.

[4] Lemon KN, Verhoef PC (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. https://doi.org/10.1509/jm.15.0420