

Maximise Your Lead Generation from Events & Expos



Task	Notes	-4W	-3W	-2W	-1W	Event	+1W	+2W	+3W	+4W
Lead Capture										
<input type="checkbox"/> Design value offering	What will make your leads share their details? For example: giveaways, prize draws, additional information packs (digitally), discounts.	●								
<input type="checkbox"/> Define details to capture	What details do the sales and marketing teams need post-event to qualify and prioritise the leads? For example: name, company, phone, email, title, product of interest, budget.		●							
<input type="checkbox"/> Confirm capture process	How will you capture these details, particularly if your stand is busy? For example: ipads, paper forms, QR codes to lead capture pages.		●							
<input type="checkbox"/> Allow for additional details	Ensure your team can record additional details on leads and consolidate them with the lead's details for more relevant sales conversations post-event.		●							
<input type="checkbox"/> Prepare your CRM	Ensure your CRM will clearly identify leads that have come from the exhibition and/or ads related to this, and that the sales team knows how to distinguish these.		●							
Organic: Social Media & Email										
<input type="checkbox"/> Social media creative: before	Prepare your social media posts for before the event that will build excitement and signpost the value of visiting the booth. Eg. product showcases, limited time deals.	●								
<input type="checkbox"/> Social media creative: during	Prepare your social media posts for during the event that will create an urgency to attend and make your brand stand out as a "must visit."		●							
<input type="checkbox"/> Social media creative: after	Prepare your social media posts for after the event that prolong the engagement by trickling out more information, benefits, value and social proof.			●						
<input type="checkbox"/> Post on social media	Schedule posts to create excitement and engagement. Boost the posts that perform well.			●						
<input type="checkbox"/> Email to database: before	Email your database to promote the event and signpost the value of visiting the booth.			●		●				
<input type="checkbox"/> Email to database: after	Email your database to summarise the event. Include a call-to-action that allows readers who didn't attend to connect with your team to unlock the event offerings and value.						●			
<input type="checkbox"/> Encourage following	Encourage attendees to follow your social pages, but do so with a genuine reason to follow (prize announcements, additional expo deals).				●					

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Digital Marketing Campaigns										
<input type="checkbox"/> Create audiences	Ensure your social media channels and website are correctly integrated with the necessary pixels, capturing visitors for a retargeting audience.									
<input type="checkbox"/> LinkedIn audience										
<input type="checkbox"/> Google audience										
<input type="checkbox"/> Meta audience										
<input type="checkbox"/> Prepare campaigns	Prepare the necessary creative, copy, campaign structure, conversion tracking and KPI objectives so that campaigns are ready to launch immediately following the event.									
<input type="checkbox"/> LinkedIn campaigns										
<input type="checkbox"/> Google campaigns										
<input type="checkbox"/> YouTube campaigns										
<input type="checkbox"/> Meta campaigns										
<input type="checkbox"/> LinkedIn Outreach	Have your sales team connect with decision makers from target companies likely to attend. Simple online conversations will substantially increase the chance that they visit your booth.									
<input type="checkbox"/> Load Audiences on Channels	Take your lead details and load them on the related channels as an audience. This will allow for targeted post event campaigns.									
<input type="checkbox"/> Create lookalike audiences	By loading the lead list on the appropriate channels, you can expand it to find another (for example) 2000 people with similar characteristics for you to target.									
<input type="checkbox"/> Launch and optimise campaigns	Launch the campaigns and continuously monitor performance. Stay flexible with budgets, reallocating spend to the top performing channels and campaigns.									
Outbound Sales										
<input type="checkbox"/> Prepare a post-event value offering	Design a value offering to follow the event. For example: additional information, testimonials, discounts, bundles. This gives your sales team ammunition for an outbound call.									
<input type="checkbox"/> Consolidate leads in CRM	Ensure the lead details from the event are promptly added to the CRM and the team understands the information collected and where to find it.									
<input type="checkbox"/> Qualify and prioritise leads	Take the time to assess your leads and qualify them, leveraging the information gathered at the event.									
<input type="checkbox"/> Call leads	Following the event, call the leads prioritising them by most likely to convert. Resist the temptation to just email them, as nothing beats a call, leveraging your post-event value offering.									
<input type="checkbox"/> Email leads	Ideally email leads following a phone call and do so from the person who connected with them. This creates a more personalised experience and easier conversion pathway.									

For more complimentary lead generation resources or to schedule a free strategy session with a lead generation expert, visit www.QualifiedLeads.com