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## Exhibitor Hacks for Event Marketing

We know that event marketing is a significant chunk of your marketing budget.

But the truth is, despite investments in drayage, booth decor, travel, hotel, meals and presentations (on top of exhibitor fees!), many companies STILL fail to quantify event ROI:

**70%** of exhibitors don't have any formalized plan or process in place for following up with leads after a trade show.

**53%** of companies don't track leads generated at trade shows and events throughout the sales cycle.

**72%** don't measure and report the number of leads that ultimately convert to sales as part of their exhibit programs' ROI.

### 1 Pre-show and post-show mail lists.

Acquire the pre-show and post-show mail lists. These are part of the exhibitor package. While email follow-up seems an obvious action, this list does not include emails. How can you leverage a creative direct mail program? The average business decision maker receives up to 100 marketing emails per week. Maybe it's time to think outside the box when reaching out.

### 2 Target prospects after the show.

Use lead retrieval data to target prospects after the show for a more customized experience. There is still time to customize your lead retrieval system template. Perhaps a multiple-choice question that addresses why attendees stopped by your booth. In addition, make sure there is a way for sales to tag direct follow-up attendees.

### 3 Tier your follow-up campaign.

Sales will have leads from the show that are tagged for direct follow-up. What about the leads that had a conversation but are not ready for sales outreach? What about those leads that were scanned as part of a specific booth activity? Creating tiers for follow-up will result in a more effective nurture program. In all cases make sure you thank people for visiting your booth and remember to add a strategic call to action.

### 4 Content. Content. Content.

Is your content ready for prospect consumption? Carefully craft a content lead nurturing campaign. Offer various types of content. Sales-ready leads may respond well to a webinar invitation, case study or even a well-designed data sheet. Leads that are not sales ready will need to be educated about your solutions.

### 5 Consistency is the key to nurturing.

A consistent, on-point message with a strategic call to action helps convert prospects into marketing qualified leads and leads to more efficient and effective sales conversations.

Want some help  
turning these reminders  
into actions?