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TIPSHEET

Use Marketing Automation to Effectively Nurture and Track Leads Following a Trade Show



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MARKETING AUTOMATION

It is nothing less than shocking that 80% of companies fail to follow-up on leads generated from trade shows. With marketing departments pouring their most valuable resources – time & money – into shows and then failing to make use these leads, almost entirely guarantees disappointing results. With modern marketing automation tools, this process is now easier and more effective than ever before. As a marketer, you should be extending your marketing efforts way beyond the exhibitor stand if you want to nurture generated leads & ultimately increase ROI. Marketing automation is a highly effective tool, enabling you to optimise your efforts with these trade show leads. Here are a few tips to help you make effective use of marketing automation to nurture leads during and post-show.



LEADS ARE YOUR GOLDEN TICKET

Qualified leads should never be neglected, and if they are then you're probably missing out on a lot of opportunities. Having a dedicated landing page set up at the show, with a form to collect information from leads, is the easiest & most effective way to not only capture data, but also to automatically import these details to your CRM system and follow up on your leads. Marketing automation also provides you with the intelligence to fully understand what these leads wants by tracking their behaviours. In turn, you can ensure they are receiving only the most relevant content.

When the leads are imported into a marketing automation system, attach them to a campaign so that you know where they originated from.

DON'T UNDERESTIMATE THE INTRODUCTORY EMAIL

The impact that the first post-event email can have on leads is often underestimated. These prospects have already shown an interest in your offering, and you will have already begun to influence their perceptions of your company, people and capabilities.

Nevertheless, the truth is that you are not the only exhibitor that will have made an impact on these prospects, so the easiest way to differentiate yourself from the competition is to continue the efforts you started at the show.

Your introductory email should reinforce how great it was to meet with them, restate your company's value proposition and reflect on some of the key highlights from the show. Leave them with a clear call to action, either a link to more valuable content based on their qualification, or the offer to arrange a call if they're still interested in learning more about your company, products or service. This will allow you to build on the relationship already established at the show. A common mistake many companies make is going back to basics, and treating these prospects like cold leads, which in turn jeopardises the efforts made at the show.

Additionally, remember to personalise you email, keep it short, and consider its timing.

Avoid sending an email too soon – attendees need a chance to get their head around all of the meetings they had at the event, but left too late and you risk them forgetting your conversation.

SEGMENT YOUR LEADS

When it comes to personalisation, it is important that you are segmenting your leads to ensure they are getting only the most relevant content. Segment your leads by their;

• Position in the buying cycle – consider setting up lead scoring, to determine your leads familiarity with your product. This knowledge will allow you to provide more relevant content to each lead.

• Lead Behaviour – Following the trade show, monitor your leads' activity on your website. Having an understanding of their interests and behaviours provides an indication of what they want to receive.

• Buyer Persona – It is important to remember that this is not a target market, but rather a group of people within a target market who share common demographics, problems, goals and needs. Demographics could include job title, location or industry.

• Buying History – It is important that you are distinguishing between new leads, and loyal customers. For those who have purchased your service or product before, if relevant think about segmenting them according to their purchase frequency or the time since their last purchase. It should be remembered that this won't be relevant for all industries.

USE DYNAMIC CONTENT WHEN VISITORS CALL

Coupling dynamic content with marketing automation enables you to display content, within a landing page or email, according to pre-determined rules based on a lead's attributes. By using the information collected at the show, you will be able to personalise the content presented to them based on a wide variety of factors, such as their product interests, content preferences, buyer personas, buying history, location data etc. The result will be that you are delivering highly tailored messaging that will help your visitor take the next step on their buying journey.

CONVERT WARM LEADS INTO A SALES-READY STATE

Placing warm leads into drip campaigns is a good way to continue to nurture them with relevant content post-event. This is a highly effective, hands-off tactic to move these warm leads down the sales funnel and into sales ready leads.

Event recaps are a great way to reinforce the relationship built at the show. Other content that works well in drip campaigns includes product demonstration videos, whitepapers, tip sheets, and visionary opinion pieces that can be presented as documents or videos. In order to add value, it is important not to just sell your products and services to your leads, but rather to educate them and establish your company as a thought leader. And don't forget to use a clear call to action in every communication.

EVERY LEAD IS ROI

Return on investment…three words that will make any marketer's head turn. If you successfully attached your prospects to a campaign within a marketing automation system at the beginning, it will make it easier to attribute revenue to its source, further enabling you to judge the ROI of your trade show efforts.

Having an understanding of your ROI provides you with valuable knowledge that can then allow you to budget more accurately fine-tune your strategies and predict returns for future trade shows and events.



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Launched in 1984, Napier was one of the first agencies in Europe to specialise in the electronics market, subsequently expanding to help clients in a range of B2B technology sectors. Initially a PR agency, Napier responded to the clients' need to manage information across every element of the marketing mix by bringing together a team of multi-talented and multi-lingual engineers, linguists and technical journalists as well as PR and marketing professionals.