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# SERIOUSLY SIMPLE STEPS TO CONVERT MORE EVENT LEADS

The Marketer's Cheat Sheet to Using Event Data for Better Lead Scoring & Nurturing



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# ARE YOUR EVENTS WORKING HARD ENOUGH?

In-person events offer an excellent opportunity for you and your sales team to learn a lot about your prospects and leads in a short, highly concentrated, period of time. The significant amount of data generated through even a single event has the potential to deliver far more meaningful insights to inform and drive your nurturing efforts.

Through events, you can build deep attendee profiles, measure engagement, and gauge interests. The information captured can help you not only track what attendees (prospects and customers who attend these events) are doing, but also understand what they're really interested in.



By capturing attendee data and feeding it to your marketing automation platform efficiently, you can enrich your understanding of what is most likely to drive leads to the next step in their buying process. And you can act on this information to effectively convert more leads to customers through timely, personalized, and relevant nurturing.

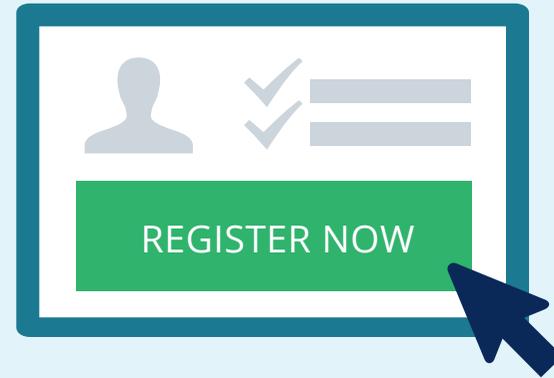
**So, how can you use event data to convert more event leads to customers? Here are 7 seriously simple steps.**



# 1

## USE WHAT YOU ALREADY KNOW

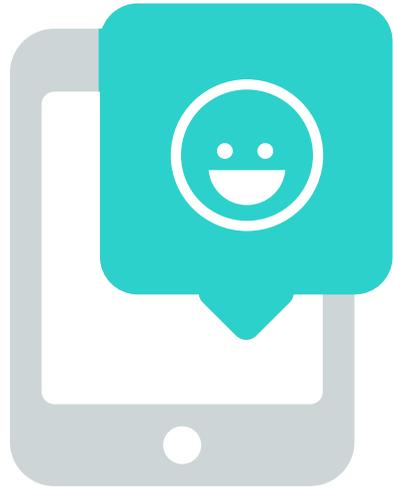
Don't reinvent the wheel. Chances are you already know a lot about the people you're inviting to your event. Pull that information directly from your marketing automation or CRM system into your event management platform. Use the data to start segmenting and understanding your prospective attendees, predict their interests, and personalize your pre-event outreach.



# 2

## BE SMART ABOUT REGISTRATION

This step is closely related to step number one. Use the event registration process to deepen your attendee profiles. Don't waste time asking your attendees for information you already have. Use smart registration forms to automatically pre-populate fields with "known" details, such as name, address, and company. Utilize progressive profiling to ask the "next logical question". Ask about areas of interest, event goals, current product usage, or dig deeper into profile characteristics such as job title, company revenue, and purchase history. The more you know, the more you can tailor your event to the needs of your attendees.



# 3

## GET PERSONAL

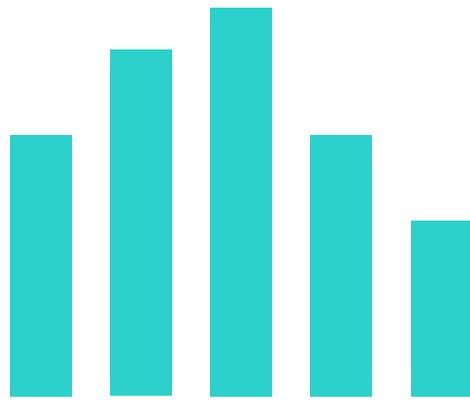
Events can be personalized just like your digital marketing channels. Your attendees want an event that is designed for their unique needs and goals. Use what you've learned about each attendee through your existing profiles and through the registration process to recommend the sessions and activities that are most likely to appeal to them. The more personalized you get, the more your attendees will be engaged with your event and your brand. And that's good news for your sales cycle!

# 4

## CREATE CONNECTIONS

Events are all about getting face-to-face with people who share similar interests and goals. Help your attendees connect, not only with your company representatives but also with each other. Use self-scheduled or automated appointment matching to help attendees make the most of their time at your event. And help yourself in the process by using these in-person meetings to propel your attendees through their buying process.





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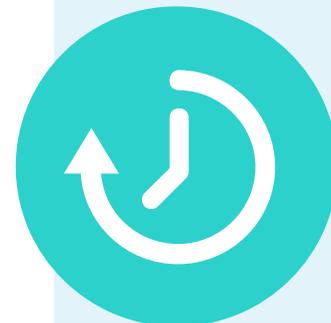
## TAG AND SCORE ATTENDEE INTEREST AREAS

Attendees can tell you a lot about their interests by the sessions they attend or the appointments they make. Use your event management software to tag various attendee activities by interest. Did Suzy sign up to attend a session on marketing revenue attribution? You may want to adjust her score accordingly and tailor your follow-up content to expand her interest in this area.

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## GET REAL-TIME

If you're tracking attendee activities at your event, there's no reason you shouldn't be using what you know to immediately target sales and marketing follow up activities at the event. A large software company recently used real-time attendee data at their flagship conference to target attendees out on the event floor via text messaging and hot leads were approached by sales reps. With this approach of using real-time event data, the company was able to drastically cut sales cycle time.



# 7

## CONTINUE THE CONVERSATION POST-EVENT

With everything we've talked about in the steps above, you can start to imagine the depth of information and insight you will have collected by the end of your event. Use all of this insight about the sessions your prospects have attended, the appointments they made, the exhibits they visited and the reactions they had to each. Then craft personalized and meaningful post-event follow up.



# WHAT *HAPPENS* AT YOUR EVENTS SHOULDN'T *STAY* AT YOUR EVENTS

Forward-thinking marketers are thinking differently about the role of events and evaluating how events can fit more tightly into their overall marketing approach. What might take weeks or months to uncover in the digital world can be learned in the hours spent at an event.

All of the steps we've presented in this guide point back to one big key to success: integrating your event technology and your marketing automation or CRM platform. The event technology you use to design, organize, and execute events can also be a powerful collector of rich attendee data.



When you integrate it with your marketing automation system, it goes even further to deliver this rich attendee data into the hands of your marketing and sales team, where it can be used to inform your sales and marketing follow-up activities. And ultimately, turn more leads into sales.

**The 7 simple steps presented in this cheat sheet are easy to employ when you have the right combination of event management and marketing technology.**