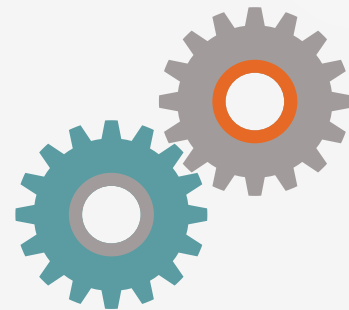


Manage & Nurture Leads To Prevent Them From Going Stale

Event Lead Engagement Program

Create pre-event buzz and drive attendance through a 4-tiered lead nurturing program. Continue the conversation post-event to gather insight into attendee's intent to purchase. This program is a great way to take event time and energy to the next level.

- We design and write email copy for 4 touch points and associated landing page
- Custom registration forms can be developed to capture additional lead qualification data for engaged leads



4-touch nurturing:

1. INTRODUCTION

Create awareness

2. SHOW VALUE

Identify needs

3. PROVIDE SOLUTIONS

Solve a problem

4. CONVERSION

Why buy from me?

Complimentary Solutions

Content

Use whitepapers or infographics to drive lead generation.

Pop Quiz

Engage and educate your target audience while collecting user demographics.

Event Marketing Campaign

Drive booth traffic and create product/solution awareness by creating pre-and-post marketing campaigns.