

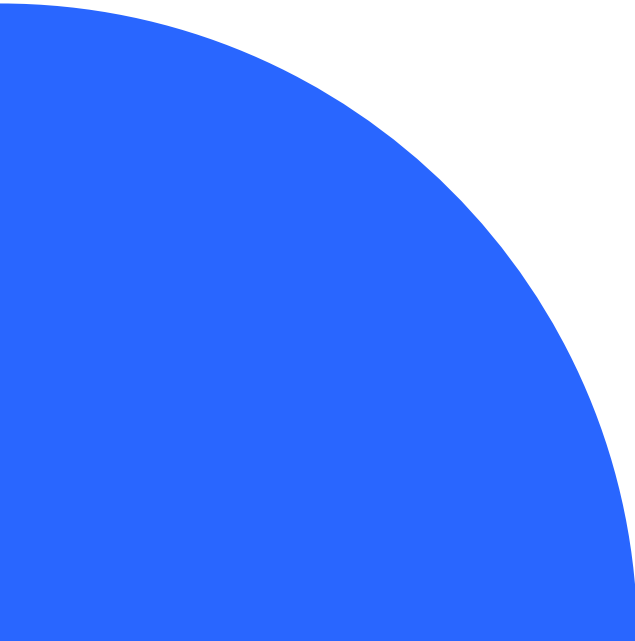
mastering lead capture for event success:

tips and best practices



▶▶ mastering lead capture for event success: tips and best practices

Event lead generation is a business's most challenging and exciting marketing strategy. There are multiple ways to generate leads successfully and convert them into loyal customers through in-person trade shows and webinars.



Tips & best practices for event lead generation

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A return to trade shows after COVID-19 helped businesses generate **70%** more leads in 2022. [1]

40% of business-to-business companies believe that live events are highly impactful for generating leads. [2]

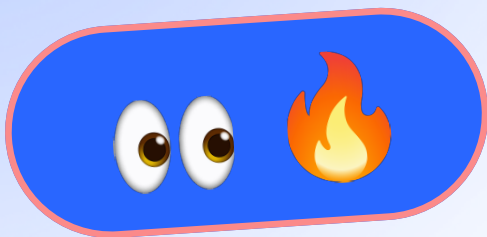
67% of all the attendees represent potential customers for the business, which means there is a lot for you to target. [3]



but

A trade show puts you out there in front of potential customers and helps you build relationships that could lead to future sales. However, arranging an event doesn't mean anything if you don't know the elements that make it successful

➔ tips & best practices for event lead generation



► find your ideal audience

Defining your target audience is an indispensable part of any event lead generation strategy, as they are the ones who are most likely to attend your event and become future customers or business partners.

gender

Gender can be a decisive factor when targeting an audience. **For example, Create & Cultivate** gathers women who are enthusiastic about entrepreneurship and career development

60% of millennials who attend trade shows are females. [4]



job title & industry

Gathering data on your target audience's industry helps you tailor your messaging according to their interests.

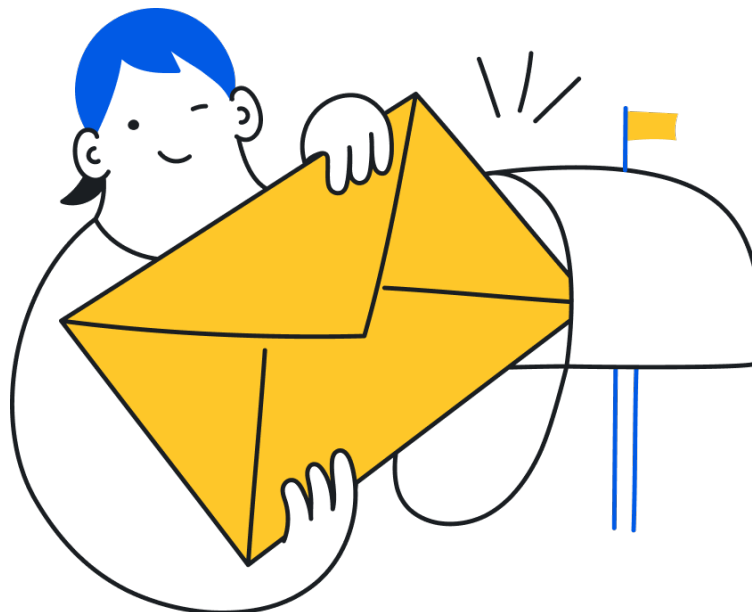
Example: INBOUND is an annual event held by HubSpot that targets marketing, sales, and customer service professionals.

► send personalized emails

Personalized emails can be a game changer in lead generation, as they let you craft your message according to specific audiences. You can collect relevant contact information of attendees using a **badge scanner** for crafting highly effective emails. It also helps you identify trends among consumers and understand their preferences.

72% of customers say they only engage with personalized messages. [\[5\]](#)

Example: IBM sends personalized emails for its annual **Think Conference**, a significant event in the tech industry, to promote attendance and generate leads.



▶ get influencers onboard



Getting influencers on board for event lead generation can be a game changer. You can tap into their immense following and reach a much wider audience. Influencers have specific niches, so you can select those who suit your business and promote your event.

Ensure you're working closely with the influencers to get the correct information to their followers. Once the content has been crafted, amplify it through your social media channels to enhance its impact and increase the chances of event lead generation.

Example: Samsung partnered with the famed **YouTuber Casey Neistat** to promote the launch event of the Galaxy S8. [6]

It sold more than **5 million** units of the Galaxy S8 in just the first 25 days, helping Samsung post a strong financial year. [7]

Similarly, Samsung partnered with Samuel Elkins, Alen Palander, L. Dre, and other micro-influencers to promote their CES 2020 experience. Each influencer posted videos on social media to cover the event and the Samsung products they experienced in detail.

Over 100 Instagram stories from these influencers reached an audience of 685k people. As a result, Samsung became the most mentioned brand at CES 2020. [8]

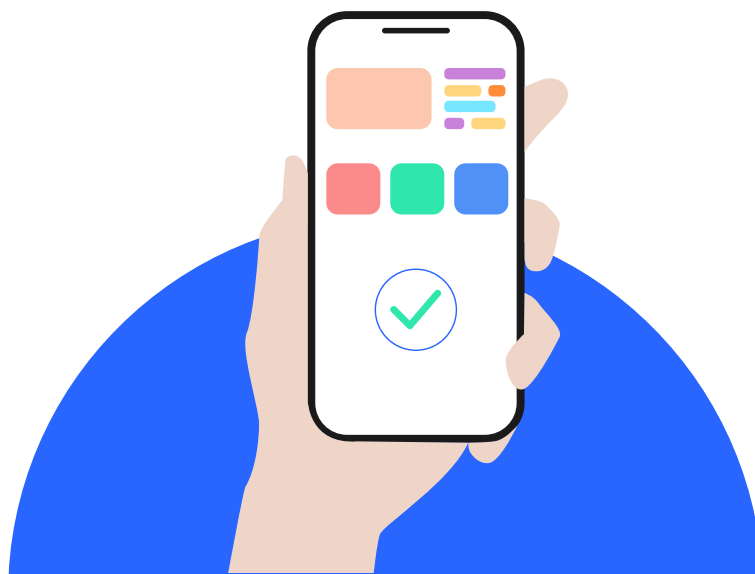
▶▶ make registration easy



To generate more leads through your event, ensure your registration process is easy and quick. To make an appealing registration form, you must understand the pain points of your target customers. Your registration form must resonate with the audiences; otherwise, you won't get any registrations.

Your registration form should be intuitive and well-organized. The most important thing to ask people is their email address to which you'll send them the invitation.

Example: Google's Cloud Next is a great example, which brings together policymakers, developers, and anyone in the general public who cares about a safe, accessible, and socially responsible cloud. The event is organized to share ideas, ask pertinent questions, and discuss possible solutions.



what does google ask

Google only asks you for basic information for registration, such as:

- Name
- Personal Email Address
- Business Email Address
- Country
- Company Name
- Job Title and Job Role
- Phone Number
- Your Interests

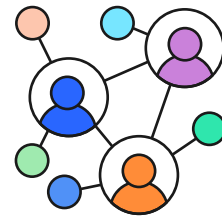


No wonder more than **1 million** people around the globe attend this event every year. [\[9\]](#)

Example: Microsoft Ignite is the company's most significant event that assembles technology professionals and developers, with more than 200,000 attendees. Different tools and services are announced at this event, and professionals discuss challenges, their solutions, and customers' needs. Microsoft only requires you to provide basic information for registration and makes the tickets available online too. [\[10\]](#)



involve your sales team



Your sales team understands customers and can identify quality leads. They can ask the attendees pertinent questions to know what they want and tailor their approach accordingly.

As a result, you build strong trust with customers by engaging with them deeply, which helps you establish long-term connections with them. Almost all trade shows have sales teams representing their booths and guiding customers about products and services.



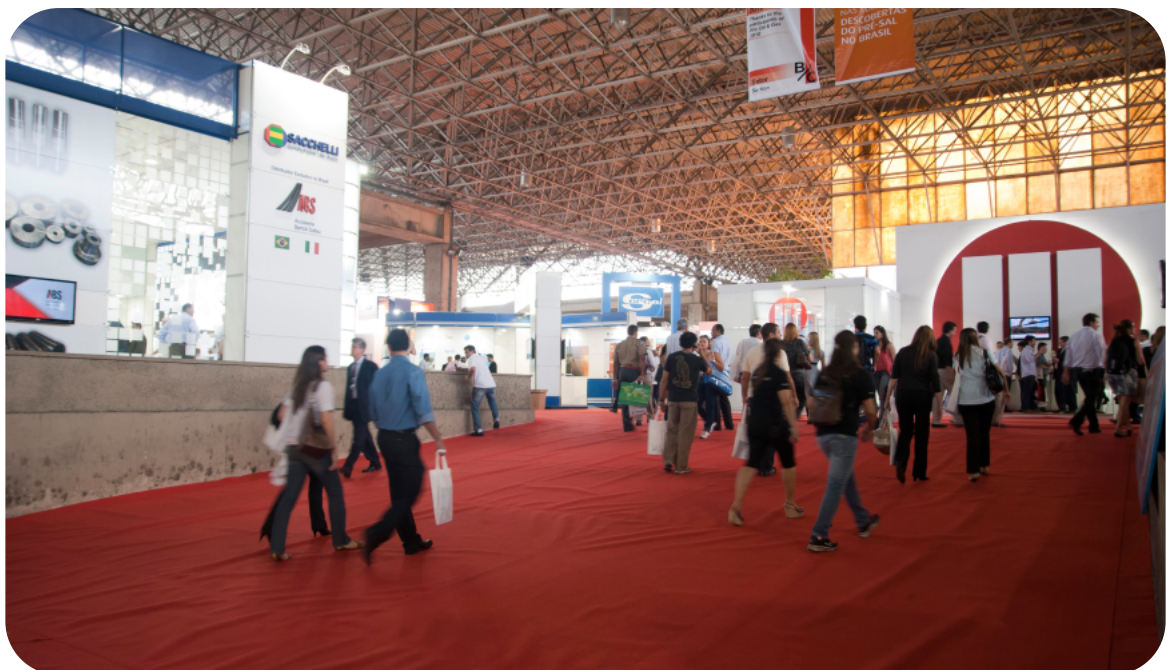
Example: The Consumer Electronics Show (CES) is the biggest tech trade show of the year, featuring giants like Samsung, Sony, LG, and whatnot, with 115,000 attendees and 3200 exhibitors, and 1000 startups. No matter which booth you visit, you are greeted by sales teams or representatives from respective companies. They engage the audience, demonstrate products, collect contact information, and follow up with leads using emails, messages, and calls to generate maximum conversions. [\[11\]](#)

► incorporate retargeting into your strategy

Retargeting is becoming increasingly common for businesses to generate leads at events. Attendees are known to procrastinate till the very end before registering for the event, which is evident from the last-minute submissions received by event marketers.

You can sense an attendee's interest in your event if they have visited your event landing page. However, if they haven't registered, you should retarget them as a reminder. There can be multiple reasons behind them not registering, but they're irrelevant regarding retargeting.

Only **2%** of website visitors convert during their first visits, which means you definitely need to remind them for better results. [\[12\]](#)



► develop a robust follow-up strategy

Business events are a great way to connect with your existing and potential customers and introduce them to new products and services. However, you must follow up with the leads once the event ends to build a strong connection. It is important to secure the leads once the event is over.

send follow-up emails

You need to send three follow-up emails to the leads to remind them of your business and try to convert them.

first email

It should be sent within 1-2 days after the event, including a picture of the event and your booth. Also, try to include a picture of the attendees at your booth and thank them for visiting you.

second email

Send the second email 1-3 days after the first email. You should include a call to action (CTA) in it. For instance, it can consist of an invitation for a survey about their experience at your booth, signing up for a virtual workshop, etc.

third email

The third email should be sent 3-4 days after the second one, including a CTA for visiting your website or completing product demos.

You can use an automatic **Email Follow Up Engine**, which allows companies and exhibitors to kickstart follow-up with the leads and immediately send each lead a personalized email.

81% of exhibitors say they send follow-up emails to their leads. [13]

Example: Microsoft sends follow-up emails to the attendees at its events with links to recorded sessions, product demos, and invitations to their community for building stronger connections. These emails also usually include surveys about the attendees' experience at the event.



use dedicated microsites

Personalized microsites can be a great way of keeping the leads engaged after your trade show and helping them learn about your products and services. It includes content relevant to their interests, such as product information and demos. Make sure you have a link to these microsites in your follow-up emails.

Example: BMW India has a dedicated microsite for its **X-series cars**.

Users are greeted with an exciting and adrenaline-rushing car whenever they open it. The video on the site demonstrates how powerful and imposing the vehicle is.

The site also features tweets from other users talking about the BMW X-series. As a result, the whole experience becomes more organic, and user engagement is enhanced.

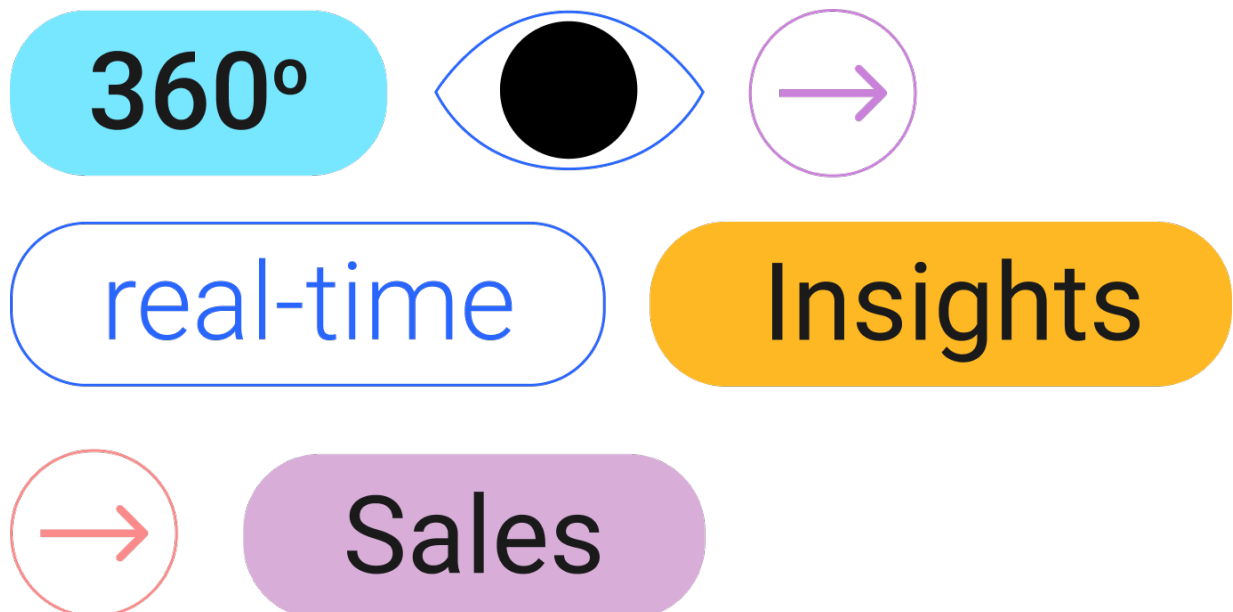
Usually, less than **50%** of companies use dedicated microsites. [14] So, if you use it, you're going to outnumber 50 percent of your competitors easily.



▶▶ leverage real-time data & insights

Real-time data and insights can make all the difference, as they help you keep track of several elements, such as repeat booth visitors, requests for digital collaterals, personalized microsite visits, email open rates, etc.

You can use a dedicated **Lead Engagement Insights Engine** to leverage all these insights properly. With its lead retrieval capabilities, you can move from contact engagement to conversion. It also shows you the collateral being presented at the booth and its effectiveness, which helps enhance sales efforts.



▶▶ measure your event's ROI

After an extensive effort to make your trade show a success, it is crucial to know whether you have reaped the rewards of your efforts. You can use the **Events Lead ROI Measurement** to measure your leads' performance post-event. An assembly of sensors works together to log leads' engagement with your brand automatically.

From showing up to your event and booth to their digital activity on your website, these measurements help you track everything. They also let you know whether a lead has opened your email. In short, technology can drastically improve how you gauge the ROI of your event and turn your leads into lifelong customers.



congratulations!

Now you're ready to launch a successful trade show, which undoubtedly is a bit daunting, but is a highly rewarding exercise for lead generation. Around 92% of exhibitors think that trade shows are effective for lead generation, so you shouldn't miss out on this avenue if you want to be competitive in the market. [\[15\]](#)

Once you have launched a successful event, you can use its insights for future events and take your business to new heights.

best of luck!

resources

[1] <https://www.displaywizard.co.uk/trade-show-exhibitor-survey-2022/>

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[3] <https://www.tsnn.com/blog/16-powerful-stats-value-trade-shows>

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[5] <https://www.smartinsights.com/ecommerce/web-personalisation/consumers-personalized-marketing-engagement/>

[6] <https://www.standard.co.uk/tech/from-google-to-samsung-here-s-how-to-launch-a-product-a3503211.html>

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[8] <https://www.cloutboost.com/casestudy/influencer-case-study-samsung-ces-2020#:~:text=Achievements&text=Creators%20generated%20high%20quality%20visual,mentioned%20brand%20of%20CES%202020.>

resources

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[10] <https://news.microsoft.com/ignite-2022-book-of-news/>

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[12] <https://www.linkedin.com/pulse/did-you-know-only-2-b2b-website-visitors-convert-kyle-ackerman->

[13] <https://www.displaywizard.co.uk/trade-show-trends-report/>

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[15] <https://www.statista.com/statistics/578358/trade-show-lead-generation-effectiveness-usa/>



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