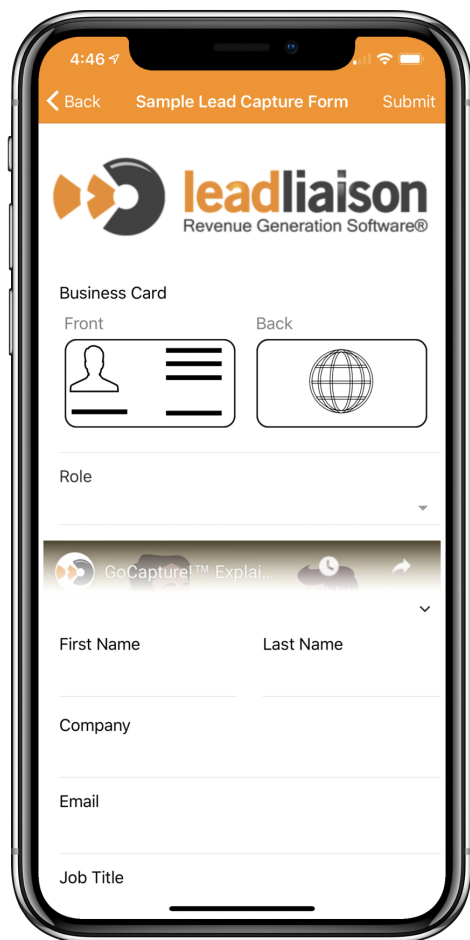# leadliaison

CREATIVE USES FOR

LEAD CAPTURE

Businesses can use Lead Liaison's GoExhibit!™ in many ways - it's not just for trade shows! GoExhibit!™ is an event lead management solution, powered by a slick mobile app, aptly named GoCapture!™. If you're using an event lead management solution like ours, this article will help you explore the other ways you can use the system and/or mobile app to capture leads. We've rounded up seven creative uses for event lead capture using our system.

EVERYDAY LEAD CAPTURE

Let's say you are a salesperson running into a meeting with a client at their office. In the elevator on the way up to your appointment, you meet someone that might benefit from your service or solution. You grab their business card and hope to A) not lose it, and B) remember to enter the information into your CRM later. Or, you could open GoCapture!™ on your mobile device, quickly take a picture of the business card, have it automatically transcribed, and sync it with your CRM. Problem solved!
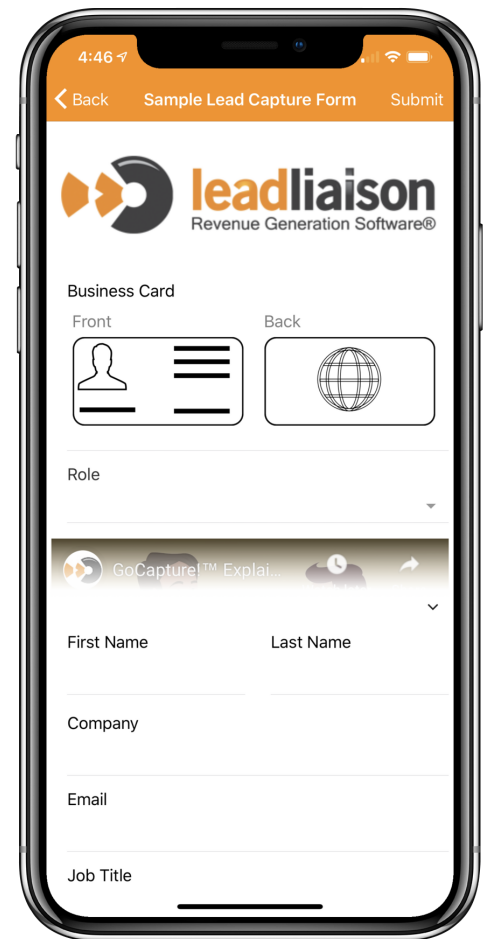
CORPORATE EVENT

Does your company host, or attend, corporate events or conferences? Use the power of GoExhibit!™ to collect lead information in a streamlined, unobtrusive way. The system also includes options to create your own custom badges with QR codes. A customized registration and check-in portal can be used at the front door to help manage attendance.
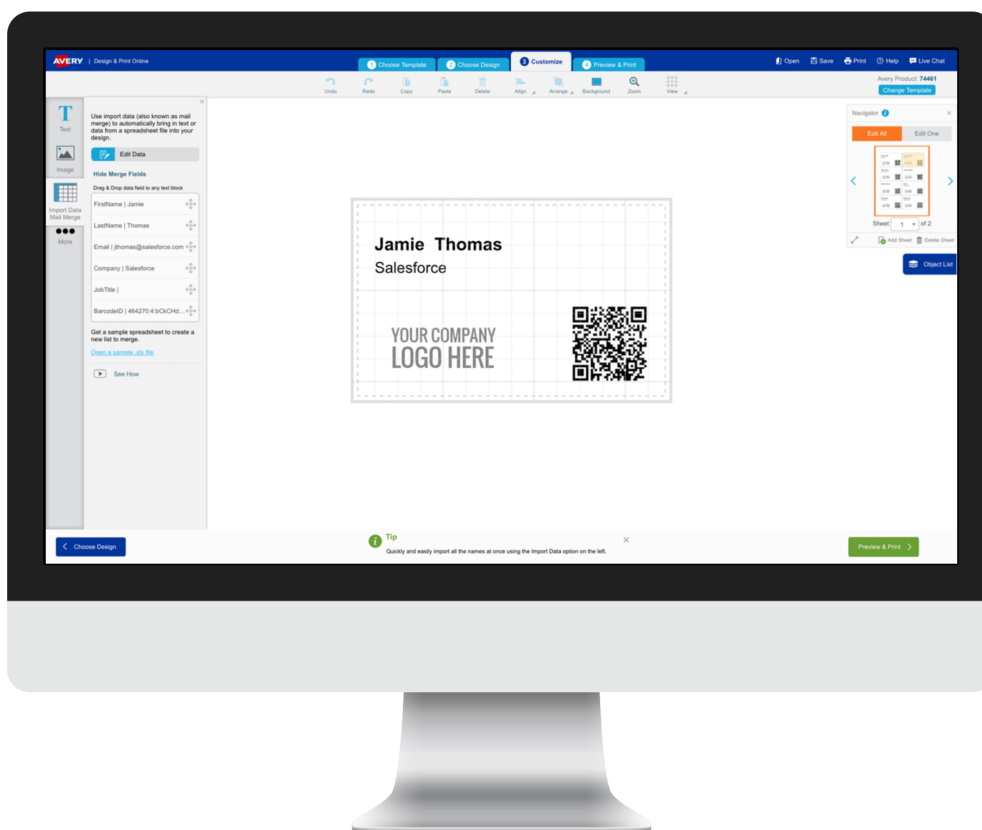
TRADE SHOWS

Exhibiting at an industry trade show? Forget those antiquated badge scanners and opt for end-to-end event lead management. Use GoExhibit!™ to announce your attendance at the event via marketing emails, social media, and more. Go a step further and use complementary marketing services that integrate with GoExhibit!™ to book demos/meetings at the trade show. Then, have your team use the GoCapture!™ app at the trade show to collect lead information via badge scan, business card transcription, attendee list search, or manual form fill.
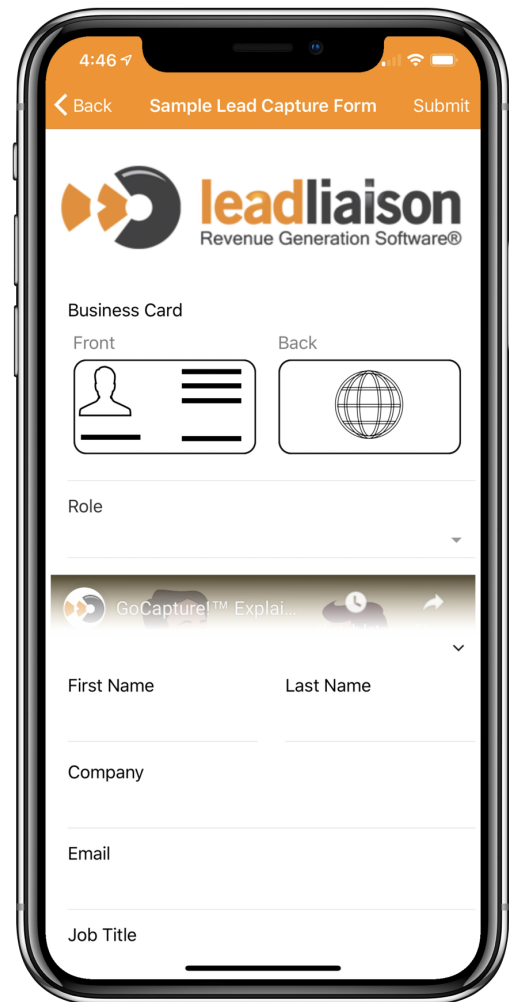
LEAD KIOSKS

Speaking of trade shows, another way to encourage excitement with potential prospects about your service or solution is to set up individual kiosks at your booth that allows visitors to fill out their information if they are interested.

EXPERIENTIAL MARKETING

Instead of a table, a sign, and a person - create an experience at your booth. Your experience should engage the prospect in some way. Consider these 20 examples of experiential marketing to get your creative juices flowing. Be smart about setting up the experience though. When people engage, capture their information. GoCapture!™ can be configured to display custom content, such as videos, text, maps, and more to perfectly pair with your experiential display.

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PRODUCT SHOWCASE

Consider setting up your booth with individual solution areas. Each area could showcase specific solutions. Have each solution on display with a tablet sitting next to it. The tablet could run a purpose-built lead capture form that has an explainer video embedded into it.

This approach helps you tailor the experience to specific solutions and resultsin higher lead conversion rates.

SALES QUALIFICATION

One aspect of GoExhibit!™ is lead qualification. Lead Liaison uses a system of scoring and grading to qualify leads. Have your sales team use GoCapture!™ as the primary method to get new leads into your system. Set up automated processes around each new lead that qualifies them. For example, give all CMOs captured with GoCapture!™ a grade increase from C (default you might set) to B. And, if the person is located in the USA then increase their grade another level, to A. On the backend, administrators can filter out ideal buyers captured anywhere, anytime, by your sales force using GoCapture!™.
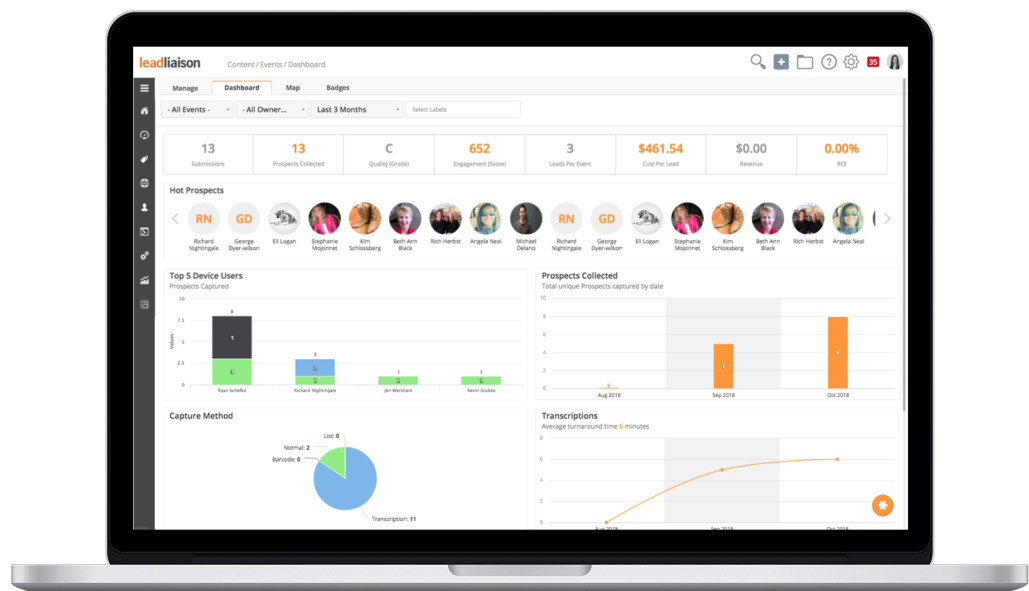
CHECK-IN SYSTEM

If you host your own marketing events, then using GoExhibit!™ should be a no-brainer. With the ability to create custom badges ahead of time or on the fly, sign people in at the front desk, or register new attendees, your team can streamline the check-in process across all of your events. Leads are readily available after the event, in GoExhibit!™, for export or further processing. Statistics on attendance and return on investment (ROI) for your event is visible in the GoExhibit!™ dashboard.