

Event Strategy:

HOW TO PROPERLY MANAGE LEADS FROM A MARKETING EVENT



RESEARCH

Decide between a standard lead retrieval system or an enterprise-ready event lead management system



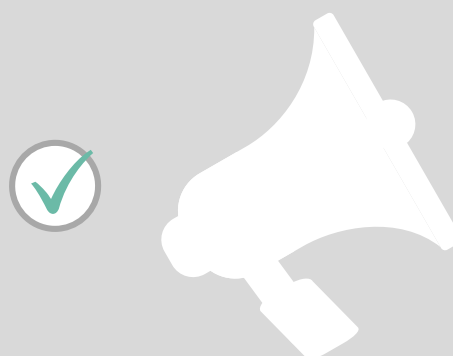
MAKE A PLAN

Create an effective post-event lead nurture plan and make it a true team effort to ensure adoption.



TRAIN YOUR TEAM

Don't assume your team will take initiative to learn your new technology. Pencil in some time for live training or a "refresh."



PROMOTE

Properly distribute and advertise your location and booth number through marketing emails, social media, and 1:1 communication.



Read the full article here:

www.leadliaison.com/revenue-generation-blog/how-to-manage-leads-from-a-trade-show