

EVENT LEAD MANAGEMENT WORKFLOW

How an Event Lead Management system can help you scale operations and bridge the gap between marketing and sales.

CAPTURE

badge scan,
business/document
transcription, kiosk,
attendee pre-fill



AUTOMATE

Business process,
distribution, identify
VIPs, data integrity,
etc.



NURTURE

Send to your marketing
automation system like
Eloqua, Marketo, or
Pardot



RESPOND

Personalize
communication with
handwritten letters,
postcards, text
messages, and email



STORE

Send to your CRM
like Salesforce.com
or Microsoft
Dynamics



ANALYZE

Holistic view of all
events including ROI

