

Lead Forensics Cheat Sheet:

Maximising Your B2B Event Marketing

Is event marketing outdated in the era of all things digital? Are we wasting our precious time and budget on a declining marketing channel? Stats from the [2015 B2B Content Marketing Trends](#) report prove not! For the fourth year in a row, B2B marketers have rated in-person events as the most effective tactic they use.

So how can you maximise event performance, and use the digital innovations within the evolving technology space to boost your return from events?

Any marketer will know that exhibitions and events require a significant investment and substantial planning to ensure they are executed to perfection. But you'll also know that they come with some big expectations too, according to the Event Marketing Institute, the top event goals are to:

- **Generate leads and sales**
- **Raise brand awareness**
- **Enable engagement with prospects and existing customers**
- **Educate attendees about your product or service**

You've got your work cut out to meet those goals, and it all comes down to effective planning. Whilst it's extremely important when planning your event, there is more to consider than just the position and design of your stand.

Your event plans need to incorporate an integrated strategy that considers the rest of your marketing activity if you want to achieve the best possible traction from your investment. Follow our **3-step** guide to maximizing your B2B event marketing to:



Engage with prospects before the event. Get ahead of the game by optimising your existing activity



Maximise opportunities on the day. Ensure your brand is at the forefront of the event and drive maximum traffic to your stand



Convert opportunities into sales. Turn those valuable leads into new business that will deliver ROI.



Engage with prospects before the event

Creating a buzz around your brand with delegates will encourage engagement pre-event, but you'll need to think outside the box.

Quick Wins With Email

Integrating the promotion of an event into email is a quick win when it comes to communicating the details of what event you're attending (or hosting). Whether it's a segment in your newsletter, a creative addition to your email signatures, or an invite to meet you there; subtle additions to your existing communications won't take too much investment and are a great way to drive pre-event engagement with key clients and prospects.

Getting Social

It's time to shout about your event, but if you're going to stand out amongst the hundreds of other sponsors and exhibitors, it's going to take more than a hashtag.

Incorporate the full social sphere from YouTube to Pinterest and Vine and consider drip-feeding a teaser campaign across your social networks. It's the perfect opportunity to get creative with video and design, and will make sure you're driving a flow of intrigued delegates to your stand.

"75% of event organisers consider social media a very important marketing instrument."

Social Media and Events Report 2013, amiamo

News Articles

News articles across your website will raise awareness AND give your SEO a friendly boost (if done well). Your article should include the benefits to your delegates of visiting the event, along with offering demonstrations, free prize draws and any keynotes that are topical to your business and audience. Drive traffic from your communications to your news page, identify, and **engage with these visitors with IP tracking software like Lead Forensics.**

Get Ahead of the Game

Event organisers will be offering advertising opportunities to you as an exhibitor, and it's a great way to get your brand in front of the right people before the event. If you want to get the best possible value for money, **remember to negotiate hard to include advertising within your stand package.** Use dedicated phone numbers and tracking URL's to ensure your advertising is measurable in terms of return on investment.



Maximise opportunities on the day

How are you driving delegates to your stand? How will you make your business stand out against all your competitors and other businesses at the event?

Share Away

Social engagement and online brand reach are sure to spike during and after the event. Consider sending your social media expert to **focus on building a strong social presence at your stand** and keep your brand at the forefront of everyone's mind during the day.

Always include the event's hashtag in relevant tweets, share pictures of your stand and giveaways, but remember to make sure your content is relevant and on topic too. Engage with your social audience by sharing key learnings from speaker sessions or keynotes to provide insight and opinion that can drive online discussion.

Get Video Ready

It's no secret that video marketing encourages engagement across digital channels, and events are a perfect opportunity to get video rich.

75% of top executives watch videos on business sites every week. It's your chance to get media rich with content across key channels like YouTube, Vimeo and Vine. Think Q&A's with delegates, words of wisdom with keynote speakers, and introductions from staff on your stand.

"75% of executives watch work-related videos on business websites at least once a week."
Forbes

Turn Anonymous Delegates into Leads

Businesses investing in events see uplift in traffic on their website during and after the event. When a curious prospect is back at the office looking at your website, it's your second chance to engage with them. But with as little as **2% of B2B website visitors completing a contact form** when visiting a company's site, there is a huge pool of opportunity being missed.

Add the **Lead Forensics visitor-tracking tool** to your event strategy to identify the businesses that visit your website before, during and after the event. You'll be able to make a timely call before your competitors and turn an inquisitive delegate into a new business opportunity.



Convert opportunities into sales

You might feel like the hard work is over, but post event activity is critical to ensure you turn those valuable leads into new business that will deliver ROI.

Convert Like Never Before

The lead management process for events and exhibitions is critical for success and should be priority No. 1 when you get back to the office. **Follow up on all leads in a timely manner by putting timelines and targets in place prior to the event.** The longer a lead sits untouched, the higher the risk of your competitors grabbing it from out under you.

Get Content Creative

Although you might have moved on to your next marketing challenge, remember to utilise all that content you collected at the event, and don't assume that what's old new to you is old to your prospects too. It's your chance to position yourself as a thought leader and publish key learning's that your wider target audience can engage with.

Consider turning stats into infographics, editing and creating videos from the even and saying thanks to keynote speakers. Not only will you encourage delegate engagement, you'll build awareness and reach prospects that you could meet at your next B2B event too!

Keep Generating Leads

Use website intelligence to maximise return on investment from events. **Not everyone will come and visit your stand, but if they're interested in your product or service will visit your website.** IP tracking allows you to identify the unknown visitors to your website and follow up these golden sales opportunities.

Not only will you maximise your return by increasing the number of actionable event leads, you'll continue to do so long after you've taken down your stand and the event is over.

Discover how you could improve your event ROI today.

Take your free Lead Forensics trial, and discover just how many event and upsell opportunities you're missing:

GET STARTED

About Lead Forensics

Lead Forensics is the UK's No. 1 website intelligence software that tells you exactly who your website visitors are and more. Discover which anonymous businesses have visited your website and access their full contact details so you can generate more leads, maximise your online ROI and reach sales leads before your competitors.

It also provides you with such detailed information, you'll spend less time researching your visitors, more time speaking to them and converting them to sale. The level of detail you'll receive from us means fewer cold calls to achieve your targets.

Identify your upgrade and cross-sell opportunities with existing clients by identifying their specific actions and page views on your website. Tailor your communication with them around these actions for a more successful outcome – an invaluable benefit to any sales pipeline.

Additionally, your dedicated Customer Success Manager will ensure you get started quickly, easily, and begin to see results immediately!



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