

Maximise your exhibition success!

Exhibition Lead Follow-up Service

The success of an exhibition or event can be measured in many ways, and one of the most important must be the number of leads or inquiries that convert to new business, otherwise why bother! One key factor in that success is the speed and accuracy of the follow-up of these leads.

Key benefits of good follow-up

- Improved conversion rates from leads to business.
- Fast follow-up adds value and gets you ahead of the competition.
- No disruption to your existing workloads or staff.
- Easier tracking of leads over three months following exhibition.
- Fast distribution of qualified lead sheets for your salespeople to follow-up.
- Save time inputting data into your CRM system or allocating to sales people.

The cost?

We have a team of business support specialists. The cost for this service is £19.50 per hour, plus VAT. If you budget around one hour for every 10-20 leads to do all the above, this will give you a guide. Of course, we can do less activities if you wish. Compared to the cost of the exhibition, and value of increased conversion from prompt follow-up, not a lot really.



How we can help you

This can include:

1. Input and analyse details of all leads and visitor details into a single spreadsheet file.
2. All information checked and incomplete or missing information added, where possible, via Internet or telephone enquiry.
3. All contacts emailed within five working days of the exhibition, and again seven days later at your discretion. Optional three month email campaign.
4. All contacts telephoned with seven working days to qualify interest and gauge follow-up required.
5. Production of 'Lead Sheets' for follow-up and printing of mailing labels and letters for mail fulfilment, if required.