leadliaison

Post-Event Workflow

Sample Automation

LEAD CAPTURE

Immediate Actions:

- Tag with Event Name
- Add to Event Leads List
- Grade Lead Based on Your Ideal Buyer Criteria
- Distribute Lead
- Sync Record to your CRM

SMS Text:
(60 minutes later)
"Thanks for stopping by our booth!"

Email
(24 hours later)
Thank them again, and remind them of a product feature at the booth.

HIGH LEAD SCORE → **Call Prospect!**

LOW LEAD SCORE → **Continute Nurture: Email**
(7 days later)
Offer your first piece of educational content, like an infographic.

Email
(7 days later)
Offer link to informative blog post with a powerful CTA.

Email
(7 days later)
Summarize blog post and include CTA.

Did they download the content?

YES

NO

Continue nurturing for several weeks until Prospect is ready to buy, or place them into your newsletter list.