



# EVENT MARKETING

HOW TO MAXIMISE YOUR ROI AND TURN  
LEADS INTO BUSINESS

## PART 3 EVENT FOLLOW UP MARKETING CHECKLIST ✓

# FOLLOW UP!

You've collected lots of lovely hot leads. Don't let them get away...



## DATA MANAGEMENT

Get the attendees onto your CRM ASAP (if someone can do this while you are at the event, even better!) ☐

Group your event leads together – this makes it easier to keep on top of them and to keep in touch ☐



## EMAIL

Contact them via email ☐

Include a photo of yourself so that they remember you ☐



## SOCIAL

Connect with them via LinkedIn (again, it's best if this is done at or directly after the show – while they remember your face) ☐

Make sure you publish positive content about the event – let your prospects/clients know it was a success! ☐



## TELEPHONE

Call them ( Give them enough time to settle back in, but don't wait so long that they forget your conversation) ☐

If you don't have time, delegate this to someone else. They can arrange an appointment for you to meet each other and pick up where you left off. ☐

If you don't manage to make contact, make sure they go in to your main marketing communications pot. ☐

# TOP TIPS

## FOLLOW UP USING THE 3 PRONGED APPROACH



### RESEARCH THE NO SHOWS

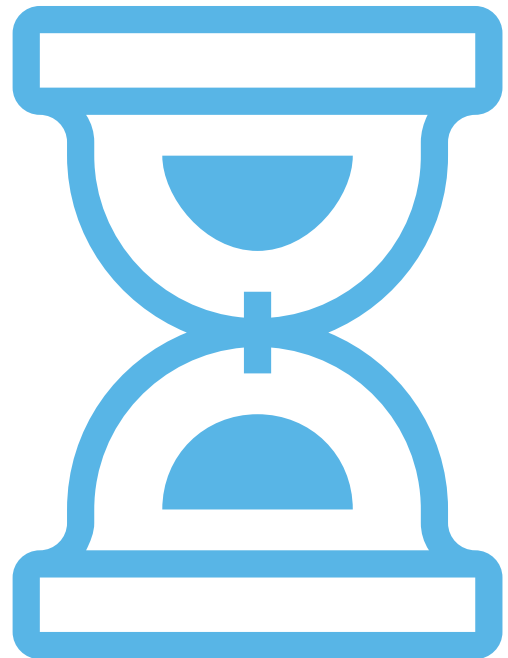


Some events are small enough for you  
to know who doesn't attend.

**CALL THEM ALL AND  
CHAT**

**IF YOU CAN'T CALL**  
the attendees within

**2-5 DAYS**



**OUTSOURCE  
YOUR FOLLOW UPS**

# chartered ..... **developments**

If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



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