# A COMPLETE GUIDE TO IMPROVING EVENT MARKETING ROI

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INTRODUCTION:

# What is high conversion event marketing and how does it drive event ROI?

**High conversion event marketing is a term Intouch for Events has coined to describes the optimization of your events to better:**

- ✓ Convert attendees to leads
- ✓ Convert leads to customers
- ✓ Drive the ROI of your overall event marketing strategy

This guide will walk you through the four key activities of high conversion event marketing, and offer you practical advice for optimizing your events, to improve your ROI.

**Four key activities of high conversion event marketing.**

- ✓ Design irresistible events
- ✓ Capture, qualify and segment more high quality leads
- ✓ Engage, inform and persuade attendees to love you
- ✓ Convert event leads to customers

INTRODUCTION

# The Four Essential Elements of a High Conversion Event

A successful lead-generating, attendee-converting, ROI-improving event can be broken down into four key components.

## 1. Attractors

An offer or experiences designed to attract the **right people** to your event space.

## 2. Identifiers

Data collection tools that collect contact information, segment and qualify attendees, and track attendee interests.

## 3. Enticers

Engaging, entertaining or informative content to nurture attendees and move them through your event sales funnel.

## 4. Sell Paths

Defined steps to purchase that convert attendees to customers and shorten buying cycles.

## This guide

The rest of this guide will be broken down into practical advice for optimizing, measuring and improving each of these elements so you can achieve the highest conversion at your events.

## Part One:

# Designing Irresistible Events

### How to optimize your event attractor to attract the right people to your event space

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### What is an Event Attractor?

An attractor is an offering or experience that draws attendees to visit your event space, promotes word-of-mouth or social sharing and creates a positive brand experience. Examples may include contests, giveaways, games or demonstrations.

IDENTIFY THE PROBLEM

# Should you be rethinking your event attractor?

Attractors are extremely important because they fuel the rest of your event elements with attendees.

Here are two obvious signs your event attractor is not doing it's job:

## 1 Low percentage of qualified leads at your events.

Despite traffic levels, if you're not getting quality leads at your event space, your attractor is not doing its job (or you're attending the wrong events. But let's assume you're at the right ones).

Potential Diagnosis:

- Your attractor's appeal may be too broad
- Your attractor isn't aligned with your target market

Focus on re-optimizing your attractor for your target market at a lower stage of the buying cycle. **See pages 9-10 for more advice on this.**

## 2 Low traffic to your event space.

Plain and simple, you might have a great product and great messaging but your event space is lacking the appeal it needs to attract more attendees. You could attribute this to your location at the event, or other external factors, but if low traffic becomes a trend, don't be complacent. Look for ways to increase your event attractor appeal.

**Page 11-14** offer practical advice for enhancing and revitalizing your event activities to broaden your appeal to your target market.

### Word to Readers

There are a lot of factors that play into the success of an event: the type of event you are at, type of people in attendance, your location at the event, weather, etc,

BUT if you're experiencing either of these symptoms become a trend, forget about the other factors that may be causing them and ask yourself, "Can my attractors be improved?" Chances are, they can.

MEASURE AND IMPROVE

# Your Event Attractors' Most Important Metrics

Throughout this guide we will offer metrics that will help you measure the success of each element of your event. This will allow you to continuously compare and optimize your event elements, and assess the success of your events.

## Metrics

- Number of Attendees at the Overall Event (often provided by event organizer)
- Number of Visitors to your Event Space
- Number of Leads Collected
- Number of Qualified Leads Collected

### Visitor (or Lead) Ratio

Indicates how successful you were at drawing event attendees to your booth.

$$\frac{\text{Number Visitors (or Leads**)}}{\text{Number of Attendees at the Overall Event}}$$

### Qualified Lead Ratio

Indicates how successful your attractor is at drawing the right people to your event space.

$$\frac{\text{Number Qualified Leads}}{\text{Number of Visitors (or Leads Collected**)}}$$

** Number of visitors to your event space is often a difficult number to track unless you're using access control or tracking technology to measure people moving in and out of your event space. If this is the case, your lead ratio can be used to measure the success of your attractor, though note, it will also indicate the success of your Identifiers to capture leads.

## Download Your Free Event Success Analyzer Template

Keep track of all your most important event metrics and success indicators event to event with this easy-to-use template.


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# How to Plan a High-Performing Event Attractor

A high performing event attractor will attract a high volume of qualified leads to your event.

When planning an event attractor with this goal in mind, we recommend following the following two steps.

1

## First: Focus and Target

Use the advice in the next two pages, to ensure the core of your attractor is designed to attract qualified leads.

2

## Second: Enhance and Appeal

Once you have a sound, focused attractor at your core, there is lots of room to get creative and look for ways to add additional appeal for improved engagement and interest. Some suggestions for doing so are on pages 11-13.

## High Conversion vs. Brand Awareness

Remember this guide is the Guide to High Conversion Events. The tactics and advice recommended on this guide is for converting qualified attendees into qualified leads, and converting leads into sales.

A marketer looking to use their event to build brand awareness, will likely deploy additional experiential marketing-focused tactics than the ones outlined in this guide. These tactics will have a higher focus on generating high traffic, high word-of-mouth and high social media interaction.

## A combination of both?

Many brands support events with the intentions of both building brand awareness and generating leads. In these cases, continue to follow this formula, but place additional focus on the Enhance and Appeal stage, where you'll likely want to broaden your appeal with high-engagement, unique attractors.

Use page 11-13 as a starting point for idea generation, and then extend your research into new trends in experiential marketing tactic and technologies.

FOCUS AND TARGET

# Three Important Tips for Attracting Qualified Buyers

These tips will allow you to **focus and target** your attractor to ensure you're appealing to more qualified leads within your target market.

## Useful for:

- Improving number of qualified leads
- Improving qualified lead ratio

## 1 Keep it product-focused

To ensure you're attracting people interested in your product, make your product/service a key component of your attractor.

- Be creative and engaging: Product demos, displays and trials are common applications of this advice, and we highly recommend them – but with a tweak. Instead of a standard demo, look for creative ways to demonstrate your product benefit in a more unique, engaging way that will stand out in the crowd.

Need some creative inspiration? Check out one of our favorite videos from Teddy Goff about his "Don't be lame" principle.

Need creative inspiration to better tell your product's story? Here's one of our favorite videos. Click to visit the link!

## 2 Be careful with free giveaways

Free food, drinks or branded merchandise giveaways? Great! See page 10 for some tips for doing this without diluting your qualified leads.

Free giveaways of your product? Might not be so great. There is a vast difference between people who would take your product for free and people who would pay money for your product. There is also a vast difference if you're giving away another prize, completely un-related to your product. If you're looking to attract qualified leads, avoid free product giveaways of this nature.

- What to do instead? If you're committed to incentives, stick with lower-in-the funnel incentives that include discounts, free trials, add-ons, free content, training or product-related experiences.

## 3 Always keep your buyer persona in mind

Losing sight of your target market will cause your attractor to fail, and fail badly.

Use the following questions throughout your planning to ensure you maintain your alignment.

Brainstorming phase:

- What motivates our target market?
- What type of needs, preferences, styles, expectations do they have?
- What social groups do they belong to?
- What do they value as status symbols?
- What motivates our target market to use our product?
- Why is a member of my target market motivated to attend this event?

As you make any decision regarding your attractor, continue to ask:

- Does this attractor align with our target market?

### Next step? Up your appeal

Now that you've focused your event attractor for the right people, we'll dive into some ideas for adding extra appeal to those attractors. Our next section will help you add interest to your event attractor to create a lasting positive impression and drive traffic.

# How to Use Consumer Psychology to Improve Your Visitor Traffic

Based on three of the five layers of Maslow's Hierarchy of Needs, these pieces of advice are designed to enhance and add value you to your attractor by offering attendees with need-based appeal. Remember this isn't a guide to experiential marketing, but a starting point for businesses looking to enhance and revitalize their event attractors.

### Use these tips to:

- ✓ Increase visitor traffic
- ✓ Increase visitor ratio
- ✓ Improve/enhance existing event attractor with low to medium budget

1

### Appeal to basic needs

Free food, free drinks, a place to rest and/or sex appeal are great ways to attract an audience. Though be aware that these broad-based appeals will dilute the number of qualified leads at your event space.

### To avoid a non-qualified crowd:

- Don't let the cheese stand alone: Don't let these basic luxuries stand alone as an attractor. Instead use them to complement your more product/experience-based attractor.
    - Offer food or drinks to those who participate in a product demo or experience to increase the appeal of taking part and treat attendees with a positive experience.
    - Structure your event layout so that your offerings are positioned amidst persuasive event material for attendees to absorb as they take advantage of your offering.
- Tie into your brand/product message: Look for ways to tie a memorable brand/product message to basic need-appeals. See the Spotlight below for an example.

### Spotlight: Stihl Manufacturing

At a recent event, the German machinery manufacturer, Stihl, hired models dressed in German apparel to offer free bratwursts and German beer to attendees within their booth, tying their German roots, to a high-appeal experience.

**Room for high conversion improvement:** While this is a great example of tying a brand message into a basic-need appeal, note that this was an attractor designed to improve brand awareness and boost traffic, and not an attractor designed for high conversion. For a high conversion event, continue to keep in mind the advice in this chapter.

## 3 Get competitive

Humans are motivated by a need for recognition and self esteem, both of which can be brought out in competitions, games and challenges. Look for ways to introduce challenges or contests into your attractor to add an extra appeal and reason for participating in your attractor.

### Spotlight: New Holland Construction Bucket Challenge

At a recent construction event, New Holland, a popular manufacturer of large-scale construction and agriculture equipment, set up a unique challenge for attendees to try their luck with.

- Three short poles were set up around the New Holland backhoe with a basket ball placed on top of each pole.
- Attendees were timed on how fast they could use the backhoe to pick up each basket ball from the pole and place it in a bucket.

### What happened?

- Groups of friends and business colleagues challenged each other for the best time, while attendees crowded around to watch.
- The challenge allowed attendees to experience the precise controls of the backhoe and receive a quick demo from event staff about the features of the equipment.
- Because of the skill level required, this challenge appealed to more qualified attendees: experienced members of the construction industry.

### TEST: What sounds more appealing?

- Want to try our equipment and get a feel for our precise control and handling?
- Want to try the bucket challenge? The top time is two minutes, four seconds.

### Best Practices for Getting Competitive

- Look for ways to highlight your product's features in your game or challenge.
- Ensure the skill and knowledge-level required is specific to your qualified buyers, and neither embarrasses them with too difficult a challenge, or turns them off, with too simple of a challenge.
- Have a clear point system that is easy to understand and communicate to participants.
- Recognize and award participants for their efforts.

Part Two:

# Capture, Qualify and Segment

## Supercharge your lead capture with high performing identifiers

### What is an identifier?

An identifier is anything at your event that collects information about attendees in a way that will allow you to:

- Identify and contact leads (name, company, email, social media, phone number, mailing address)
- Identify their interests and their stage in the sales funnel
- Segment and qualify them for future sales and marketing

# A Definitive Introduction: The Two Types of Identifiers

An identifier is anything that collects information about your event and its attendees. There are two main types of identifiers: conversion points and indirect insights.

Conversion points: Tools or methods for directly collecting and managing information from attendees.

- Basic contact information collection
- Registration and waivers
- Lead surveys
- Product surveys
- Social media integrations

There are three ways to deploy conversion points at your events:

- Self serve: Customers complete by themselves.
  When to choose: Great for high volume, B2C events and top of funnel and non-qualified attendees

- Assisted: Event staff work with with customers to complete.
  When to choose: Great for average volume events, B2B events and middle of the funnel attendees

- Sales-facilitated: Sales and event staff use their own data collection devices to take notes and store information as they work with attendees.
  When to choose: Great for luxury buyers, senior executives, niche events and bottom of the funnel/hot leads

Indirect insights: Collect insights based on behavior, interaction tracking, movement through booth, conversation with staff etc.

- RFID tracking and access control
- Interaction, movement and facial recognition tracking technology
- Location-based mobile technology tracking
- Social media tracking

This ebook will be focusing primarily on conversion points. If you're interested in learning about indirect insight best practices, stay tuned for future Intouch for Events content.

STRIVE FOR THE BEST

# Key Metrics of a Successful Identifier

## Visitor to Lead Rate

How many of your event space visitors become leads through a conversion point? A higher rate indicates your identifier is set up successfully.

$$\frac{\text{Number of Leads Collected}}{\text{Number of Visitors}}$$

## Survey Completion Rate

Are people starting your surveys and leaving mid-way through? Use a lead capture technology that will track when a survey is started, but not finished. An ideal completion rate is 100%, but this number may start to slip if your survey is too long, difficult to fill out or interact with, or becomes “no longer worth it” for the reward attendees receive.

$$\frac{\text{Number of Forms Completed}}{\text{Number of Forms Started}}$$

## Bounce Rate

Your bounce rate on email follow ups is a great indicator of two things: whether people were compelled to offer you their real email addresses and the ease of your of your information capture set-up.

$$\frac{\text{Number of Post-Show Email Bounces}}{\text{Number of Post-Show Emails Sent}}$$


Keep track of all of your key event metrics in one place. Download our Event Success Metrics Template today!

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# How to Optimize your Identifiers: An Introduction to Dynamic Lead Capture

Every visitor at your event space is different, that's why a one-size fits all lead capture survey will often harm your lead conversion rate, instead of help it.

## What is Dynamic Lead Capture

Dynamic lead capture is smart lead capture. It uses smart automation and workflows to ensure that you're collecting the most valuable information from your attendees based on where they are in your buying funnel. See below for an example.

| Stage in Buying Cycle | Information Needed | Ideal Conversion Point | Ideal Time Spent with Attendee | Ideal Interaction |
|---|---|---|---|---|
| Non Qualified/Non Interested | Basic/ Social | Registration, Qualifying Question | 0-1 minute | Self Serve |
| Potential Future Buyers | | | | |
| Qualified Cold Leads | | Short Lead Survey/Product Interests | | Assisted/ Staff Driven |
| Qualified, Warm Leads | | Additional detailed sales notes | | |
| Qualified Hot Leads | Contact, Needs, Interests, Budget, Preferences, Hesitations | Sell path | 5+ minutes | Staff-Driven |

## Why should you aim for Dynamic Lead Capture?

### It improves lead collection

Your leads are more likely to complete a basic lead capture form than they are to fill out a 10-step product survey. Dynamic lead capture will increase your likelihood of capturing the most important contact information from more attendees, while still offering the opportunity to collect richer information from hot/warm leads.

### It improves customer experience

Forcing attendees to complete a 2-5 minute survey about a product they're not yet ready to buy decreases from their positive experience with your brand. Dynamic lead capture avoids these lengthy, non-relevant interaction by requesting information that's only relevant to their stage of the buying cycle.

### It's more productive

The average lead survey takes 2-5 minutes to fill out. This means an average of 12-30 leads per hour on one device if they're being used consecutively.
If the lead filling out that survey is only at your event for a free giveaway, they're taking up valuable time at your conversion point that could be used to move interested attendees through your event and serve them faster.

### It keeps your data clean

Why fill your CRM system with detailed information about non-qualified, non-interested event attendees. Use this method to capture only the most important information for each attendee segment until they move into a lower stage of the buying funnel.

# Seven Ways to Optimize Your Lead Capture

So how do you work towards optimizing your identifiers to achieve this ideal dynamic lead capture?

Here are our top seven tips!

1

## Layer conversion points

Offer a easy-to-complete basic conversion point to catch the majority of visitors to your booth, accompanied by 1-2 qualifying questions that will help your onsite sales team immediately segment individuals to best serve them.

As attendees move through your experience or spend time with sales staff, use secondary conversion points, or sales-facilitated lead capture to continue expanding on that individual's information profile.

2

## Use them as gatekeepers and offer incentives

Very few individuals enjoy offering personal information to businesses. So offer incentives or use conversion points as gatekeepers for your attractor or other high-value content to encourage completion.

- Introduce an initial conversion point as an access to your main attractor. In B2C, requiring attendee registration to participate in games, challenges, or product interactions or gain access to a certain area is a great opportunities to introduce your initial "catch-all" conversion point. In B2B, you might want to try a simple scanner with basic incentive like download our spec sheet or access our content.
- For lower in the funnel conversion points, offer buy-related incentives like discounts, free trials, add-ons, educational content, product training or product-related experiences for filling out a more in depth lead capture form.

3

## Segment hot leads immediately

Eliminate the chance that hot leads will be forced to wait amidst individuals who just want a free prize or experience. Seek out tools that will allow your to notify your event staff when a hot lead has indicated their interest.
The qualifying questions we mentioned in our Tip #1 of this section is key for immediately identifying these attendees, though you'll also need a strategy to notify event staff of who these leads are, and look for ways to engage them.

### Spotlight: GM Canada

GM Canada uses self-serve tablets and touch screens to capture leads when they participate in major auto shows.

When an attendees **answers a trigger question, signifying they are a hot lead, their screen changes color as they complete the remainder of the survey,** indicating to event sales staff to start working with that individual.

4

## Ensure your identifiers are aligned with your target market

Keep in mind that not all identifiers are made a like, and the experience created by a self-serve tablet, versus an RFID scanner or staff-driven lead capture varies greatly. Always align with the preferences and persona of your target market when designing any component of your identifier.

For example, higher end, luxury buyers and senior executives are less likely to fill in long surveys, scan their drivers license or voluntarily submit their information at a self-serve conversion point. To ensure your conversion point is not working **against** your lead capture, revisit page 15 for more advice about choosing a type of conversion point.

5

## Use workflows for your conversion points

Workflows are the most efficient way to achieve your dynamic lead capture experience. With workflows, an attendee's answer to a question will dictate the next question that attendee sees.

This will allow you to dive deeper into keener prospects and their interests, while ensuring that non-interested, unqualified leads receive shorter surveys, effectively moving them out of the way for other individuals.

- Look for lead capture tools that enable workflows and smart surveys

## 6 If you’re collecting information across different conversion points, ensure cross tracking is supported

Planning multiple conversion points for different parts of your interaction is of no use, if the information you collect across them is not synced for each of your individual attendees. Not doing so not only results in a data issue, but also detracts from your attendee experience if they are forced to input the same information over and over again. Seek out technologies that support cross-conversion point syncing like scanners and RFID.

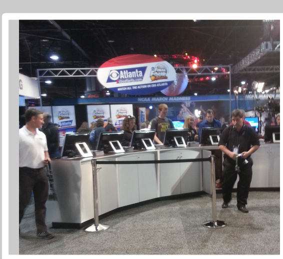
### Spotlight: GM US - NCAA Final Four Multiple Interaction Point Experience

At the 2013 Final Four event, attendees at the GM booth used self-assist touch screens to register for a basket-ball themed experience, answering 2-3 qualifying questions and receiving an RFID badge. They were then given a group number and told to wait until it was their group’s turn.

While waiting, attendees interacted with vehicles by scanning their RFID at each vehicle. RFID tracked which vehicles attendees sat in and for how long. After interacting with five vehicles, attendees qualified to scan their RFID at the Scan and Win kiosk.

Once it was their group’s turn, attendees scanned into a mock basket ball court where they could play and have their photo taken. Attendees could choose to have their photos sent to the email they provided at registration, by scanning their RFID.

This cross-conversion point tracking made for a seamless user experience, and high value customer data for GM.



## 7 Empower sales

Event staff have the opportunity to have candid conversations with attendees gaining insight directly and indirectly into their preferences and opinions. Seek out tools that empower event staff to record this information and append it to your leads’ profiles, after their interaction is over.

Part Three:

# Engage, Inform and Persuade

Move attendees through your event funnel.

### What is an enticer?

An enticer is anything at your event that engages, entertains, informs or persuades attendees. Enticers include posters, videos, signage, pamphlets, demos, interactions and more. They should:

- Convey the value of your product/service
- Add value to your attendee experience

Successful enticers improve the number of warm and hot attendees at your events.

STRIVE FOR THE BEST

# Key Metrics of a Successful Enticer

## Hot/Warm Lead Rate

Two key indicators of your enticers' success are the number of warm and hot leads at your event, versus the number of overall leads.

| WARM LEAD RATE | HOT LEAD RATE |
|---|---|
| $\frac{\text{Number of Warm Leads}}{\text{Number of Leads}}$ | $\frac{\text{Number of Hot Leads}}{\text{Number of Leads}}$ |

- If your warm lead rate is low, you'll want to look to improve your top- and middle-of-the-funnel enticers to better engage, entertain and inform your attendees. (See next page for ideas)

- If your hot lead rate is low, you'll want to look at offering improved lower in the funnel enticers like product feature sheets, pricing sheets, case studies and sell paths (see chapter 4 for more info on sell paths) etc. to persuade them to make a purchase decision.

## Actual Engagement

Depending on the types of enticers at your events, you may have the ability to track things like the following metrics. Doing so will greatly improve your ability to measure the success of your enticers event-to-event, and improve and optimize them accordingly.

- Number of Interactions/Views
- Average Length of Time Spent with Interaction
- Number of social media shares, likes, downloads, followers, hashtag uses etc

If you are doing post-show follow up emails and nurturing, you'll want to track

- Email open rates
- Email click through rates
- Email opt-out rates
- Lead conversion rates (how many of your leads eventually become customers)


Keep track of all of your key event metrics in one place. Download our Event Success Metrics Template today!

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# Three Tips for High Performing Event Enticers

## 1 Don't forget the middle

Event marketers usually have at least two types of enticers at their events:

- Top of funnel enticers: Broad messaging (displays, signage etc.) that convey messages of product value or experience
- Bottom of the funnel enticers: Product-based information and takeaways that offer qualified buyers with purchase information (sell sheets, brochures etc.)

### The Buy or Walk Away Problem

Unfortunately, with only these two types of enticers, attendees are forced with the Buy or Walk Away Problem. Not yet ready to buy, they feel the need to leave your space before they're pressured to make a purchase.

**So don't stop there.** Middle-of-the-funnel enticers offer marketers with the greatest opportunity for lead nurturing.
They minimize the Buy or Walk Away Problem by adding value to the brand experience and offer valuable interactions for attendees not yet ready to make a purchase decision.

- Middle of the funnel offers may include:
    - Videos or tutorials
    - Educational content
    - Multimedia interactions
    - Product-related games
    - Online content downloads in the form of guides, videos, blogs or email subscriptions

A middle of the funnel attendee might not yet be interested in a product pricing sheet, but they may be interested in an entertaining video about your product, or a quick tutorial about how to solve a common problem they're facing.

If you only offer bottom of the funnel content and they refuse and leave your space, you're missing out on another chance to engage with potential buyers

## 2 Draw from existing material and promote your online channels

Chances are your online marketing team is creating content, videos and other offers to support their online efforts. Look for ways to repurpose this content for your events, instead of creating all new enticers.

- Display online videos or tutorials on TV screens at your events.
- Promote easy links and downloads of your most popular online content.
- Promote your online social media channels or email subscriptions as an additional option for your initial conversion points.

## 3 Be CURVE-y

CURVE is an acronym for the components of the most engaging content and stories.

Successful messages are:

- Compelling
- Unique
- Relevant/Relatable
- Visual
- Emotional (make you happy, hopeful, nostalgic, proud, informed etc.)

Think of the best ads, commercials, videos, memes or articles you've seen lately? Why did they appeal to you? Why did they stand out?

- Think about how to offer unique, highly relevant content to your target audience.
- How do you want them to feel when they use your product? What emotions do you want to tap into?
- How can you accomplish both of these in a visual, compelling way?

## 4 Place your enticers strategically.

Aside from general signage around your booths, there are three key opportunities you should take advantage of to truly add value to your attendees experience.

### a On the outskirts of your event space

A non-invasive, low-commitment enticer located on the outskirts of your booth is a great way to engage attendees before they make the choice to the step into your booth or walk away.

- Aim to create something eye catching and entertaining that leaves attendees wanting more as they pass by.
- Offer a strong call-to-action that will entice attendees to enter your booth space or engage with your brand in alternative way (online, social media etc.)

### b Anywhere any one might be waiting in line

Attendees may be waiting at your event space for a variety of reasons: to participate in your attractor, speak to a sales person, fill out a survey, demo a product etc.
This is idle time that attendees have committed to interacting with your brand, so use this opportunity to add value to their experience and continue entertaining, engaging, informing and persuading them.

- Ensure enticers are set up in key areas where individuals might be waiting.
- Offer interesting shareable facts, entertaining videos, interactive media, games, trivia and other enticers to immerse attendees with your brand in a positive way.

### c Post-show

Use the data collected about your attendees to provide them with valuable post-show enticers via email marketing or social media.

- Design email nurturing for each stage of your funnel, with engaging, entertaining content aimed at top- and middle-of-the-funnel attendees, and informational/ persuasive content aimed at bottom-of-the-funnel.
- Leverage information about your attendees' product interests to send them targeted follow ups specific to what they're interested in.

### Technical Set Up

To deploy email fulfillment with ease, look for lead capture tools that will either integrate with your existing marketing automation and CRM platform, or support their own marketing automation, workflows and analytics.

Part Four

# Convert Attendees to Customers

## How to design deal-closing sell paths

### What is a sell path?

A sell path is a set of clear actionable next steps for attendee interested in making a purchase.

A successful sell path should improve conversion rates by:

- Providing clear, simple next steps for interested attendees
- Minimizing the number of steps an attendee must make to complete a purchase
- Reinforcing the value of your product/service

Your sell paths are designed for hot leads, who are interested in making a purchase. If you've designed a simple clear sell path, that makes purchase of your product seem effortless, promote it to all attendees as an added benefit of your product/service.

# Would this happen to you?

## Tales From Events Past

*"I was once at an event booth for a major machinery manufacturer, when a man came up to the event staff, pointed at a piece of their equipment and said, 'I'd really like to buy one of these. Can I do that today?'*

*The event staff looked at each other in shock.*
*They hesitated, before they instructed the man to fill out a standard lead form survey and told him a dealer would contact him with information within the next two weeks."*

### Would this happen at your event?

If so, never fear. Take a look at the next page for some advice about how to fix these issues for your next event, or skip ahead to page 30 for more information about successful sell paths.

## The problems with this unclear sell path
## (And how to fix them)

Lack of knowledge by event staff. In the story from sales on the previous stage, the event staff were completely unsure of what to do in the situation, and uneasy and hesitant about the best way to proceed.

Ensure your event staff are well-trained in communicating and implementing your outlined sell path with attendees.

No hot lead identifier. The attendee in this story was told to fill out a general lead capture form. The attendee used the survey to indicate they were interested in purchasing the specific equipment within the next three months, but there was nothing to identify this extremely hot lead from anyone else in the system.

Plan a backup sell path. A back up sell path is a combination of hot lead identification, and an automated email follow up. While your ideal sell path should be facilitated between your attendee and a member of your event staff, a back up sell path is meant to ensure that if, for any reason your sales-lead sell path fails, your business can still react quickly to a very hot lead, with an appropriate email follow up detailing next steps.

No clear action plan. The most important issue with this sell path, was that there was not one. The only clear next step for the individual was to wait for a sales person to send him information. This is problematic as it leaves the attendee open to looking at competitor products, rethinking their purchase decision, and reassessing their opinion of your brand as they wait for a sale person to contact them.

Use the advice on page 31-24 to design and measure your own deal-closing sell paths.

STRIVE FOR THE BEST

# Key Metrics of a Successful Enticer

### Hot & Qualified Lead Conversion Rates (HQ Conversion Rate)

This metric will indicate how many of your hot and qualified leads are being converted into customers. A perfect sell path will enable 100% of those leads to make their purchase.

HQ Conversion Rate

$$\frac{\text{Number of Sales}}{\text{Number of Hot \& Qualified Leads}}$$

If your HQ conversion rate is low, you'll want to look at ways to revise your process and identify where in the buying process you are losing leads, and why.

### Average Time-To-Close/Purchase

In most cases, the longer the time-to-purchase rate the more chances there are for your buyers to lose interest in your product and look elsewhere. An optimized sell path will shorten this time, to decrease your average time-to-close.

If you are a B2B client that often deals with drawn out proposals and negotiations, your time-to-close may not be directly indicative of the quality of your sell path, so you may want to adjust your metric to time-to-proposal, or time-to-first meeting etc.

$$\frac{\text{SUM (Days to Close Sale per sale)}}{\text{Number of Sales}}$$

If your Average Time-To-Close is higher than you'd like it to be, look for ways to streamline and minimize your buying process. The next few pages offer advice and suggestions for doing so.


Keep track of all of your key event metrics in one place.
Download our Event Success Metrics Template today!

DOWNLOAD NOW

# How to Design Deal-Closing Sell Paths

So how do you avoid these issues and build deal-closing sell paths? Here are our top five tips.

1

## Offer immediate gratification

Look for ways to give your attendees a taste of what they want to purchase while they're onsite, even if they have to wait until later until their purchase is complete. Having your attendees leave feeling excited about your product, and like they've already won or have made progress in their purchase is an ideal step towards completing your sale.

- Does your product require any set up or customization? Look for ways to get the process started right on site.
- Can you offer a free trial that your attendee can get started with onsite?
- Is there a free complimentary gift, discount, incentive or add-on you can offer so your buyer can leave feeling excited about your product and inclined to make their final purchase steps?

2

## Minimize the number steps for the attendee must take

Attendee likelihood of purchase will decrease if your attendee walks away feeling as if making their purchase is a difficult, unclear or too much work. Look for ways to streamline the number of steps needed to make a purchase or get started with your product and emphasize how easy it is for them to complete.

- Do attendees have to make their purchase online? Ensure a simple, smart-phone-friendly link is provided to them immediately via email or provide an onsite device ready for them to use to take the next step.
- Does your product typically require negotiations, sales meetings, proposals etc.? Set up meetings on the spot, or have a general proposal or potential pricing sheet that can be sent to get the ball rolling.

# How to Design Deal-Closing Sell Paths

3

## Outline clear next steps

Once your sell path is defined and streamlined, ensure your event staff are trained and empowered to easily identify and explain next steps for their attendees.

- Does your attendee need to visit a dealership or location to make their final purchase? Empower your staff with technology that will allow them to offer the address of or directions to the most convenient location for them. Have a means to set up meetings with on-location sales staff or offer them with specific instructions for purchasing in-store.
- Give your staff the opportunity to offer discounts or freebies to attendees for performing a given action within a specific period of time. This will help emphasize and reward taking the next step.

4

## Reiterate value of purchase

Reduce buyers remorse or second guessing by putting systems in place that reinforce that your attendee is making a great decision.

- Train your event staff to reaffirm with your attendees when working with them that they are making the right choice. Phrases like “this is one of our most popular products” “our buyers like you love this because of …”
- Post-event email follow ups that demonstrate case studies or other proof of your product’s popularity and results emphasize the value of your product and help minimize any remorse or second guessing.

# How to Design Deal-Closing Sell Paths

5

## It's all in your follow up

Design processes that enable follow ups within 24 hours of your attendees interaction at your event. Based on the volume of leads and nature of your product, you can choose whether the email should be personally written by a sales associate on your team or automatically triggered by a marketing automation system.

Your email should:

- Include a recap of any steps the individual has already taken with you.
- Reiterate and offer support on completing the next steps
- Be sent within 24 hours of your interaction with the attendee
- Include positive reinforcement about the product, including case studies, past client results, product benefits etc. (see tip #4 for other techniques)

Your email may:

- Include additional enticers to engage the attendee based on their product preferences. Videos, tutorials, online content etc.

# THE END

# Next Steps

## Apply this guide to your events

### Questions? Call us

If you have any questions, comments or concerns about this high converting event guide, please let us know. Send a quick email to dhall@intouchinsight.com or contact us.

### Power your own high conversion events

Learn about how Intouch for Events powers high conversion events by visiting our website or requesting a demo.