

Post-Trade Show Check List

We know you've been through dozens of trade shows. How many of them went through feeling you could have done better? Whatever the case, here's some extra tips to ensure you & your team feel contempt having touched upon the below points.

Planning 01

- ☐ Collect post show feedback from respective departments to plan improvements for the next one

Experience 02

- ☐ Send feedback mails to select visitors asking to rate their experience

Marketing 03

- ☐ Run a remarketing campaign taking contacts to the next stage in the buyer journey
- ☐ Discuss how marketing efforts could have been turned better with the sales steam
- ☐ Update the sales team about upcoming B2B marketing campaign where your event visitors can be targeted

Marketing 04

- ☐ Send a soft copy of your brochure / presentation to selected clients
- ☐ Avoid irrelevant post event emails by re-checking the post show memos attached
- ☐ Utilize lead nurturing platforms such as Hubspot to add prospects to a lifecycle
- ☐ Develop a progress tracker to check time taken to close leads, ROI etc
- ☐ Upload segmented leads into workflow lists within a CRM
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- ☐ Gatekeep downloadable content to extract more information about the company's

