

Measuring Revenue Impact



vCapture - Lead
Retrieval for
Tradeshows

vCheckin - On
Demand Badge
Printing

Attendee Tracking -
Scanning and BLE

vConnect -
Bidirectional CRM
and Marketing
Automation
Integration

validar[™]
CONNECTING MARKETING TO SALES

Lead Management Foundation

The five tenants

Validar is a B2B Lead Management company that specializes in events. Whether you're exhibiting at a tradeshow or producing your own event, Validar can help provide a "closed loop" solution for your Lead Management Foundation with our vCapture, VCheckin, vConnect, Attendee Tracking and EventHub™ feedback solutions. We hope you find value with this document and we're available anytime to assist you in better articulating your true value as an event marketer.

What's a lead management foundation? It's a leads life cycle as it travels through your CRM and Marketing Automation Systems. If managed well, you can extend your systems down to the show floor, capturing and treating leads and attendees based upon their "whole experience" versus just attendance.

There are five tenants Validar focuses on when helping customers prepare their lead management foundation.

LEAD MANAGEMENT – WHAT'S NEEDED?



1) CAPTURE

Tradeshows: When capturing leads at tradeshow, we always recommend that you customize your lead retrieval solution to score leads that align with how your Marketing Automation (MA) System is setup. If done well, leads are put into the appropriate nurture stream based upon score, or skimmed off the top if the score exceeds your MA threshold.

Proprietary events: When capturing attendee behavior at events you produced whether by scanning or BLE, make sure you focus on capturing "renewed interest" which can be deferred by session attendance, and even better, an "opt-in" response via your evaluation requesting sales follow-up. We consider "renewed interest" a badge of honor for an event marketer, the true intent of your events, and the best way to deliver actionable activity to you sales team.

2) QUALIFY

Tradeshow Opt-out: It's very important and valuable if you separate good leads from bad leads especially when you provide incentive for traffic. We always recommend that you allow for "trinket seekers" to opt-out of sales follow-up at capture. We also recommend that you capture your budget, authority, need and time questions (BANT) if there is interest.

Proprietary Event Opt-in: Getting an attendee to go to your event, attend a session for hour, and raise their hand with renewed interest is hard to do, and "The Holy Grail" for proprietary events. Make sure your attendance tracking and evaluations capture this renewed interest and that it's tracked.





3) DISTRIBUTE

Tradeshaw lead treatment: What does your foundation need to know in order to distribute a lead? Force your lead retrieval system to capture these attributes; State, Country Code, Zip Code, Product interest, session attended, etc. If done, well, Validar can process leads automatically within your foundation for immediate follow-up! Also, have your Campaigns ready, and content strategy in place for all lead categories and sessions!

4) OPPORTUNITY MANAGEMENT

Arguably, the hardest part of measuring event ROI is getting your leads and attendees converted to opportunities which requires sales collaboration (see side bar). Make sure your foundation campaign member status values align with your lead score and attendee preferences; hot, warm, cold, session attended with follow-up interest, etc. Also, make sure your sales team is on board with these scores!

5) ROI

With these tenants in place, you should now be able to track pipeline and actual revenue influence / contribution within your lead management foundation. Your performance and recognition as an event marketer should be tied to revenue contribution and with steps, you should be well on your way to capturing these metrics.

Sales and Marketing must collaborate!

Coming together to develop and implement:

- Lead retrieval surveys and scoring.
- Session content and messaging.
- SMS alerts and real-time attendee actions.
- Post event content strategies

With collaboration come consensus and acceptance. Work together!

Summary


Validar has two goals in mind when working with our customers;

- We want you the event marketer to get the recognition you deserve for your event marketing efforts.
- We want your sales team to receive “relevant content” post event that extends the conversation and speeds up the sales process.

Our, vCapture, Lead Retrieval, vCheckin registration, Attendee Tracking and vConnect integration tools were architected to be an extension of your lead management foundation.

Validar takes great pride in our event technology and we are proud to work with some of the smartest B2B brands and marketers in the world. If you're under pressure to better articulate the value of your event marketing efforts, call us. We're uniquely suited to help especially if your events are intended to generate demand.

Call you Validar Account Manager to learn more.



Tips and Tricks to Prepare Your Lead Management Foundation for Event Data



Are you getting the credit you deserve from the events that you produce? Chances are the answer is no.

Within this document sales and marketing will learn how to:

- Prepare lead management foundations for event data
- Use attendee tracking strategies to measure revenue impact
- And make sure post-event follow-up activities align with attendee preferences

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