dynamic expo leads
digital event marketing

The Trade Show Marketing Framework

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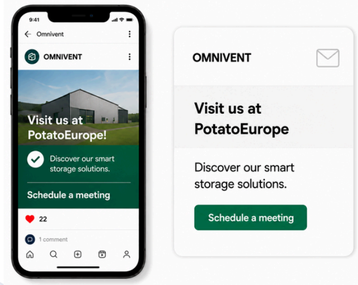
1 Before the show
Attract the right visitors

01

Invitations

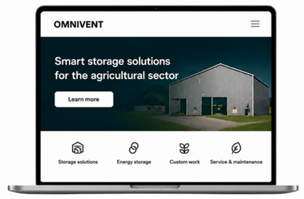
Reach the people you want to meet
Invite selected prospects through email, social media and other channels. A targeted approach puts your stand on their radar before the show even starts.



02

Landing Page

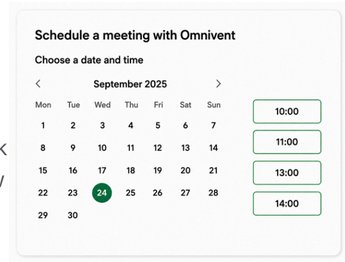
Give visitors a reason to choose your stand
Visitors often research exhibitors before deciding which stands to visit. A dedicated landing page makes your value clear and turns pre-show interest into stand visits.



03

Schedule meetings in advance

Get valuable conversations in the calendar
Give interested prospects the option to book a meeting in advance. You arrive at the show with relevant conversations already scheduled.



2 During the show
Identify the most valuable leads

01

Visitor activation

Make it easy to start a conversation
A simple activation gives visitors a natural reason to stop at your stand. It creates an easy opening for a conversation and captures their contact details at the same time.

02

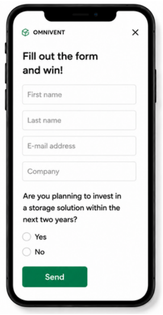
QR-code

Capture details on the spot
Visitors scan a QR code and enter their details directly on their phone. Quick, simple and no business cards or paper forms to process afterwards.

03

Lead qualification

Know which leads deserve attention
A few targeted questions add context to every new contact. You immediately see which visitors show real potential and should be prioritised after the show.

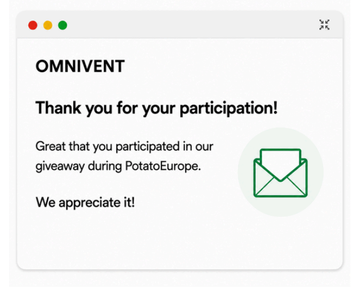


3 After the show
Turn conversations into follow-up

01

Thank you e-mail

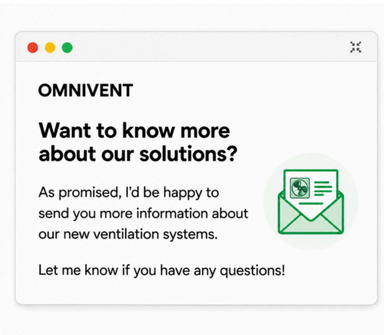
Stay relevant after the stand visit
Every visitor receives a personalised follow-up shortly after the show. This keeps the conversation warm while your company is still fresh in their mind.



02

Targeted follow-up e-mails

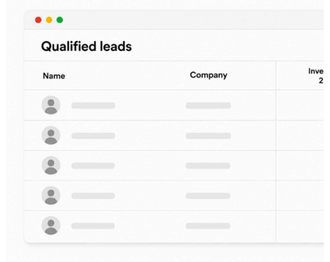
Not every lead has the same interests or needs. Targeted follow-up emails provide each contact with relevant information based on the details collected during the trade show.



03

Personal sales follow-up

All information is brought together in one clear overview. This allows sales to see immediately which leads should be prioritised and which follow-up action is most appropriate for each contact.



2,4 **Potential Pipeline Value**
~ Approx. €2,4 million*
**Based on the average project value of a storage solution.*

19 **Qualified Leads**
19 leads with intent to purchase within 2 years

"Because we qualified visitors at the stand, we knew exactly who needed to be called first after the fair. It gave us a focused list to follow up."
Stefan — Omnivent