

Improved ROI on events by list building and Campaign Deployment



Our client was a leading Manufacturer in printed electronics, HMI and wearable technologies

Business Challenges

The client's purpose for attending any trade event was to engage with relevant prospects to expand their business. The client attended trade events, but the list that they received from trade events had no contact information. This made it impossible to use the list for campaigns or lead generation

Solution

- We got the final list of registered Attendees from Client after the event
- We did intensive secondary research to identify the email IDs for the contacts
- We verified email Ids, so that bounce rates can be minimized
- We deployed email campaign for clients with Advanced Multi-Level live Tracking

Benefits

- The email campaign after the trade event resulted in significant leads being generated
- Trade event lists became usable and could be included in their target prospect lists

Xenia's concentrated efforts to append the events lists ensured that we were able to reach out to the right contacts. By scheduling follow-up meetings after the event, event attendance yielded us far better returns in the form of warm business leads

Vice President – Sales of a leading Manufacturing Company

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About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

