

Improved ROI on events by list building and pre-event connects



Our client was a leading financial services BPO focusing on Mortgage, Banking verticals

Business Challenges

The client's purpose for attending any trade event was to engage with relevant prospects to expand their business. The attendee list that they received from the event organizers contained only the names of the attendees and their company whereas essential details like title, email or phone numbers were not available. This made it difficult for them to pre-set meetings before the event.

Solution

With our list building approach, we helped create relevant and validated lists, complete with all contact information

- Using intensive secondary research, we were able to update the titles for these contacts
- Based on a shortlist, we then went to build more detailed contact information for these contacts including phone and email ids
- We verified email ids, so that bounce rates in campaigns would be minimal

Benefits

- It was possible to reach out to relevant contacts ahead of the event and set up meetings
- Trade event lists became usable and could be included in their target prospect lists

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

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Vice President – Sales
leading financial services BPO

Contact Us

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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.

