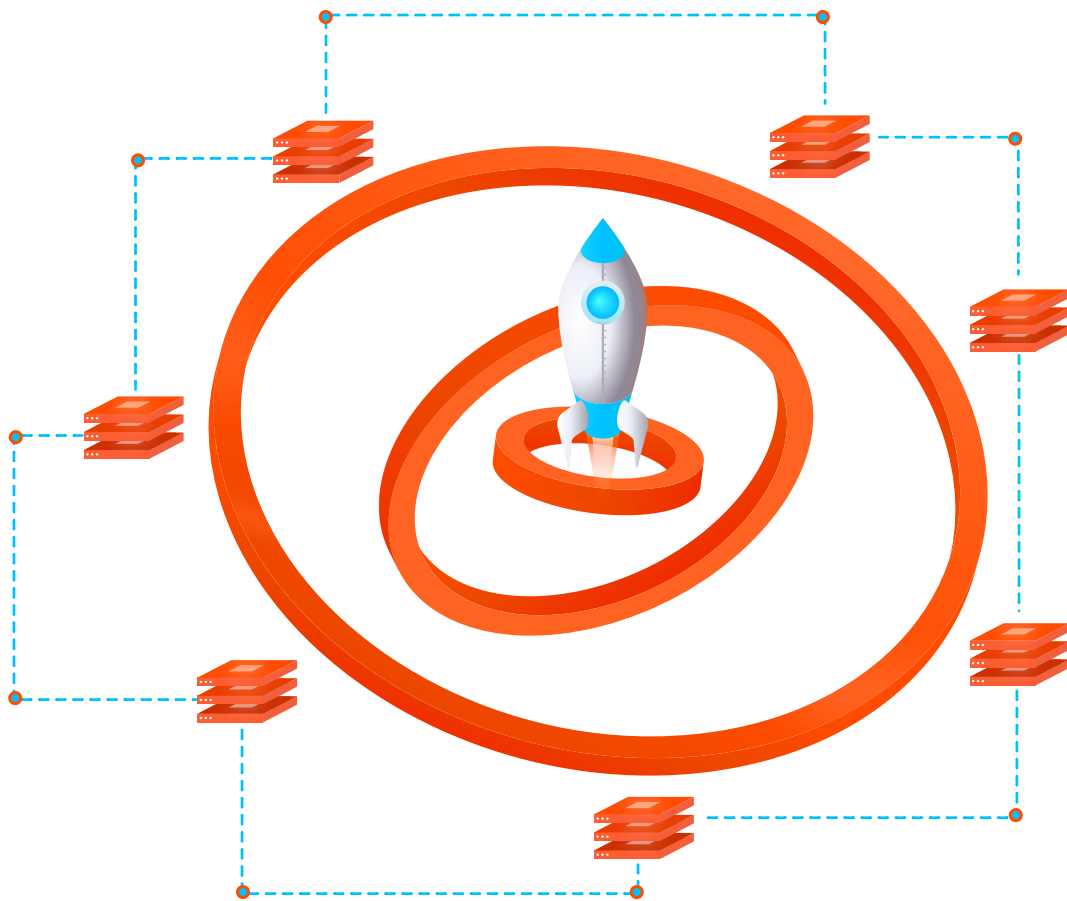


17 Proven Tactics For Boosting **The ROI Of Your Conference Marketing**



These are the tactics that I use to help the companies I work with to absolutely dominate their competitors at conferences (for a fraction of what the “big boys” were spending). Follow these tactics to get more leads, more visibility, more intel, and faster conversions from your conference marketing.

NOTE:

“

Do some of these conflict with each other? Yeah, maybe, a little. Get over it. Pick the ones you want your team to use and go crush your next conference.

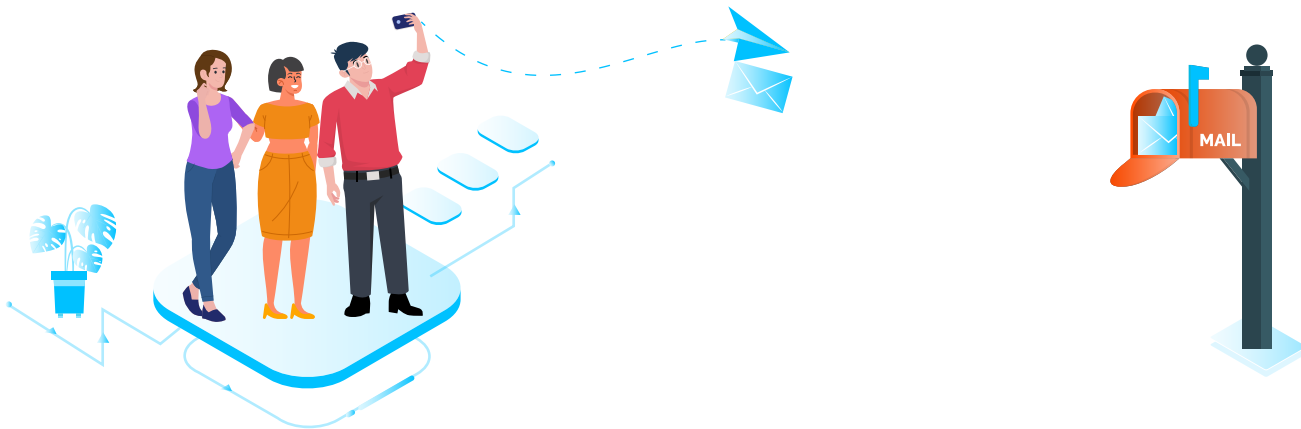
— Colt “Scrappy AF” Briner

”



01 SELFIES WITH VISITORS

Including a selfie pic of you with your prospect standing in your booth along with the follow-up email that you send them radically increases their recall of who you are and what you do. It sparks the memory of why they talked with you and why they agreed on continuing the conversation after the show. It will help you and your email stand WAY out compared to the post-show follow-ups from your competition.



02 BAMFAM WHENEVER YOU CAN

Book A Meeting From A Meeting (thanks to Mark Kithcart for this one). Every heard this: “Ok, great! I’ll shoot you an email and we can find a good time for a next call/meeting.” Total garbage!! Best case: that’s an invitation for half a dozen back and forth emails over 6 weeks to find a time for a call.

Worst case: it falls off the radar and the meeting never gets booked. Don’t let a meeting/conversation end without **BOOKING** the next interaction. Everybody has a smart phone in their pocket these days and finding/booking a meeting in the moment and in person is 10X easier and more effective than trying to chase one down over email after the conversation is over. The next person that says “I’ll shoot you an email and we can find a good time” washes the office dishes for a year.



03 CALENDLY / DOODLE

If you didn't BAMFAM (shame on you!) at least make it as easy as possible to get a call/meeting booked. Tools like Calendly and Doodle eliminate the back and forth of proposing specific times over and over until you find something that works. Tell your prospect that you set up a Calendly/Doodle to make things super easy for them – “just pick any timeslot that works.”

04 RELATIONSHIPS FIRST, SALES SECOND

Make it a point to build relationships with the people that visit your booth. In B2B sectors that involve complex enterprise sales, relationships close more business than features, benefits and differentiators. There will be plenty of time to communicate all that later, IF you can build the relationship.

Besides, it may be weeks or months before you get another in-person opportunity with this prospect. Don't waste it on pitching. Figure out who they are, what they care about, what keeps them up at night, hobbies, family, travel, etc. And don't just look for the conversational queues to hit on your value props. Rather, look for the queues to relate person to person. Find the common ground to connect on.



05 GET SMART

Make sure that your team has representation at the conference sessions. Have them take the notes, gather the intel and bring it back to the group with a briefing on what they learned. Better still, get them to ask great questions in the sessions, show off some of that subject matter expertise. This works even better if you're following tactic #7.



06 BACK-CHANNELING AND LIVE TWEETS

If there is back-channeling going on during the conference sessions (concurrent discussion on one or more social platforms), get your folks that are attending the sessions to jump in. Not to sell, but as an actual participant in the conversation.

If the session speaker is making great points or sharing valuable information, give them a boost on Twitter while the session is going on – quote the insight, give the speaker credit, and encourage others to engage with their own thoughts.



07 STANDOUT WARDROBE

Make sure that something about your team's attire stands out. By "stand out" what I mean is it should start a conversation. I'm not talking about getting your team matching polos with your logo (boring). I'm talking about "Whoa, where did you get that?" wardrobe pieces. Even better: "Why are you wearing that?" wardrobe pieces.

Have your team all wear tool belts, or cowboy hats, or bunny slippers. Friggin Viking armor! STAND OUT! I've seen \$3k spent on awesome shoes for a conference team start 10X more conversations than any \$30k conference sponsorship. Here are some sites to get you started:

- ▶▶ [a](#) Undandy.com
- ▶▶ [b](#) Santasocks.com
- ▶▶ [c](#) kornit.com
- ▶▶ [d](#) And if you're really adventurous there are amazing things on Etsy



08 INSTANT FOLLOW UP (WITH PHOTOS)

Don't wait until after the show to send your follow up email, send it as soon as you can, right after the prospect leaves the booth, during lunch or after the showroom closes for the night. If you didn't catch a selfie with the prospect, at least send one of yourself in the booth to jog their memory.

Make sure to add value with each communication you have with your prospects. Don't just ask for the call/meeting/sale, give them something they can use: some on-point research, some relevant tactics/strategies to address their challenges, or a sick infographic. Remember the [Jab, Jab, Jab, Right Hook](#) formula.



09 CRISP, COMPELLING OFFER(S) WITH SUPPORTING COLLATERAL

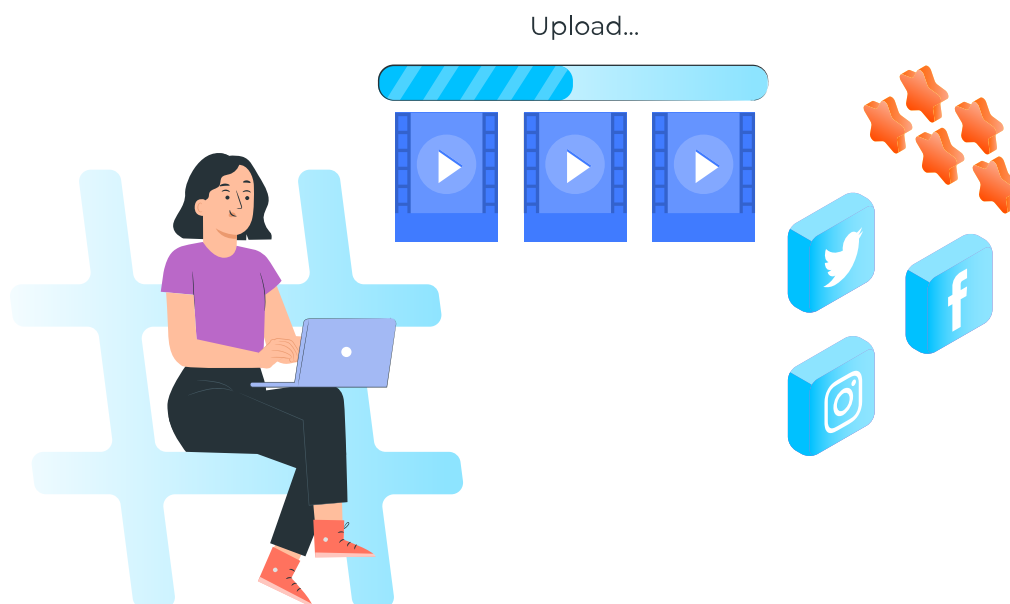
Even if you are in a highly customized, highly specialized field, you can always find a way to package an offering that a prospect can act on without 40 phone calls. Offer an assessment, a design session, a 90-day trial; something that they can say “yes” to.

Have supporting collateral that clearly explains the offering and it’s value, but don’t let the collateral be their ticket out of the conversation – confirm the fit while you are in the conversation and BAMFAM before you let them walk away.

10 POST UPDATE VIDEOS TO THE CONFERENCE SOCIAL CHANNELS

Figure out what social hashtags are being used for the conference and post daily videos informing conferencegoers on cool stuff they’ll want to know. Did you find the killer restaurant? Is there a can’t-miss event happening?

Maybe a conference session that you think will be particularly valuable that day? **DON’T SELL!** Give them something interesting they’ll want to know, an insider tip, a local favorite. Just putting your people into the conference convo is the win you’re looking for here. Bonus points if they’ve got a stand-out wardrobe on.



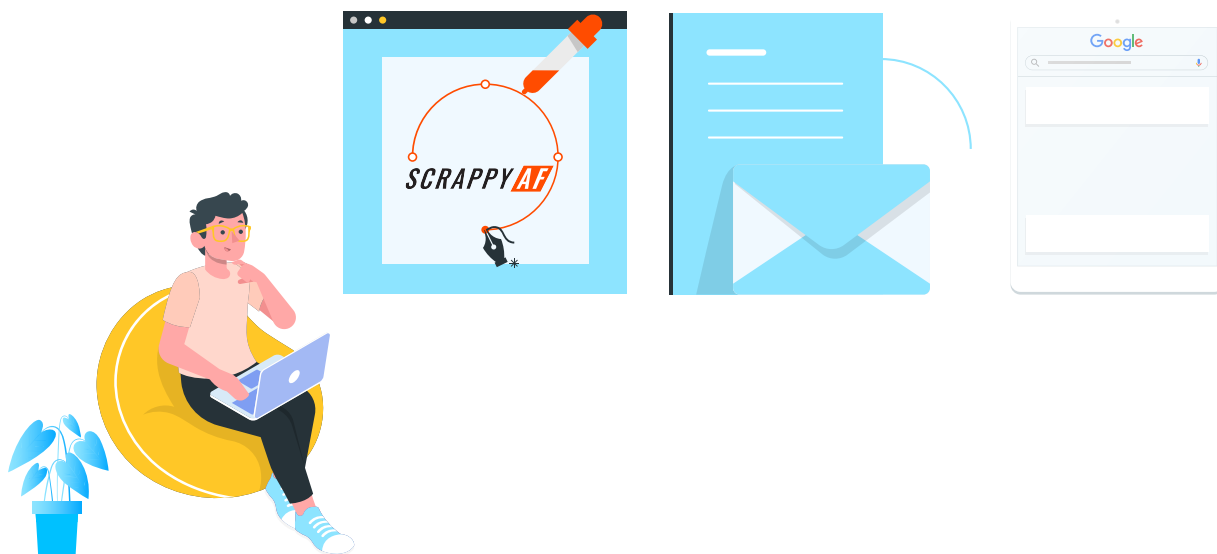
11 VIDEO TESTIMONIALS

Is your booth experience amazing? Are your products/solutions groundbreaking/hella-friggin-impressive? If you truly blew someone away AND you did a good job of building relationship, asking for a 10 second testimonial should be an easy sell. Keep it simple, casual and conversational – use your phone to record. Set a goal (like 5 per day) and stitch them together for an impressive compilation.

12 RESOURCES/EDUCATIONAL CONTENT (HIGH-END DESIGN)

Imagine having the reputation as the booth to go to for the killer tactics, strategies and best-practices. Every year people coming to your booth to get the intel they need to succeed. Getting recognized as a thought leader requires a commitment to solid content development (check out the Scappy Thought Leadership framework for more on how to build out a competition-crushing content marketing machine.

Bringing strong and valuable content to your conferences and tradeshow helps your company to stand out as experts, innovators and leaders. Spend some time/money to make you content look good. Get a designer to do a treatment on it (just make sure it's consistent with your brand's design guidelines). If you have valuable content to share, you can mention it in your daily conference update videos.



13 OFFER A CONTENT SUBSCRIPTION

If you've done a good job of demonstrating that your company is cranking out high-value content, give conferencegoers a way to sign up for more. Make it as easy as possible to sign up – scan a QR code, use a short-code, scan a badge, etc.

14 REGISTER ATTENDEES FOR YOUR UPCOMING WEBINAR(S)

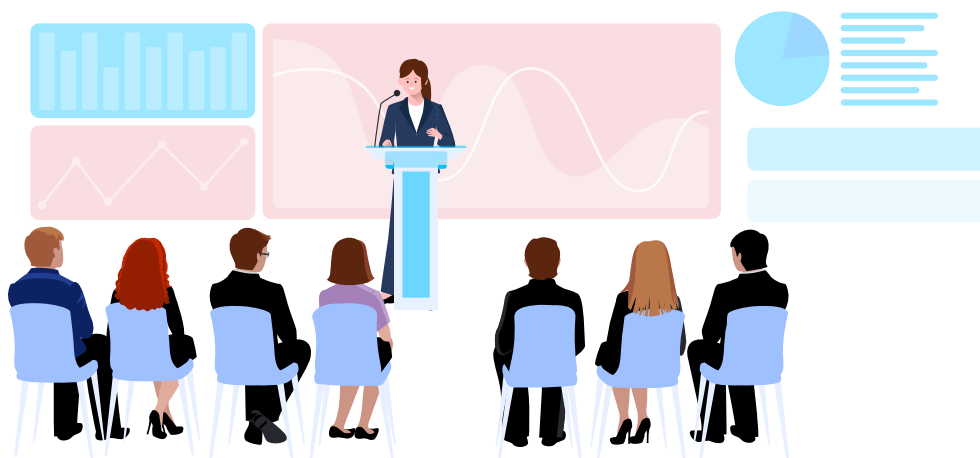
Bring a schedule/list of your upcoming webinars, podcasts and other events that conferencegoers might be interested in. Make it easy to sign up, receive reminders, etc.

15 IMPROMPTU ATTENDEE POLLING

Having alternative ways to engage keeps things fresh and interesting for both your staff and their prospects. Some good polling questions for starting conversations:

- ▶▶ a) Which conference sessions have you found the most valuable so far?
- ▶▶ b) What are the main themes of conversation you've been hearing at the conference this year?
- ▶▶ c) Have you spotted any new tech/products/solutions at the conference that you think are promising?
- ▶▶ d) Best place to eat?

If you're able to get some good polling data together, go ahead and post it to the conference social channels or include it in one of your conference update videos.



16 IDENTIFY AND MEET WITH INFLUENCERS

All the things that make in-person time valuable with prospects also applies to industry influencers. Build relationships, ask questions, don't sell, deliver value, BAMFAM! Use conferences as an opportunity to get time with key influencers. Make the meeting about "picking their brain," "interviewing them," "seeking their personal guidance." Before the show, build out a dossier of the influencers that you want to connect with.

Include names, photos and bios so that everyone on your team knows who they are looking for. Again, there is always time later to work on getting them excited to spread the word about your amazing solutions. Use your facetime to be a person not a salesperson.

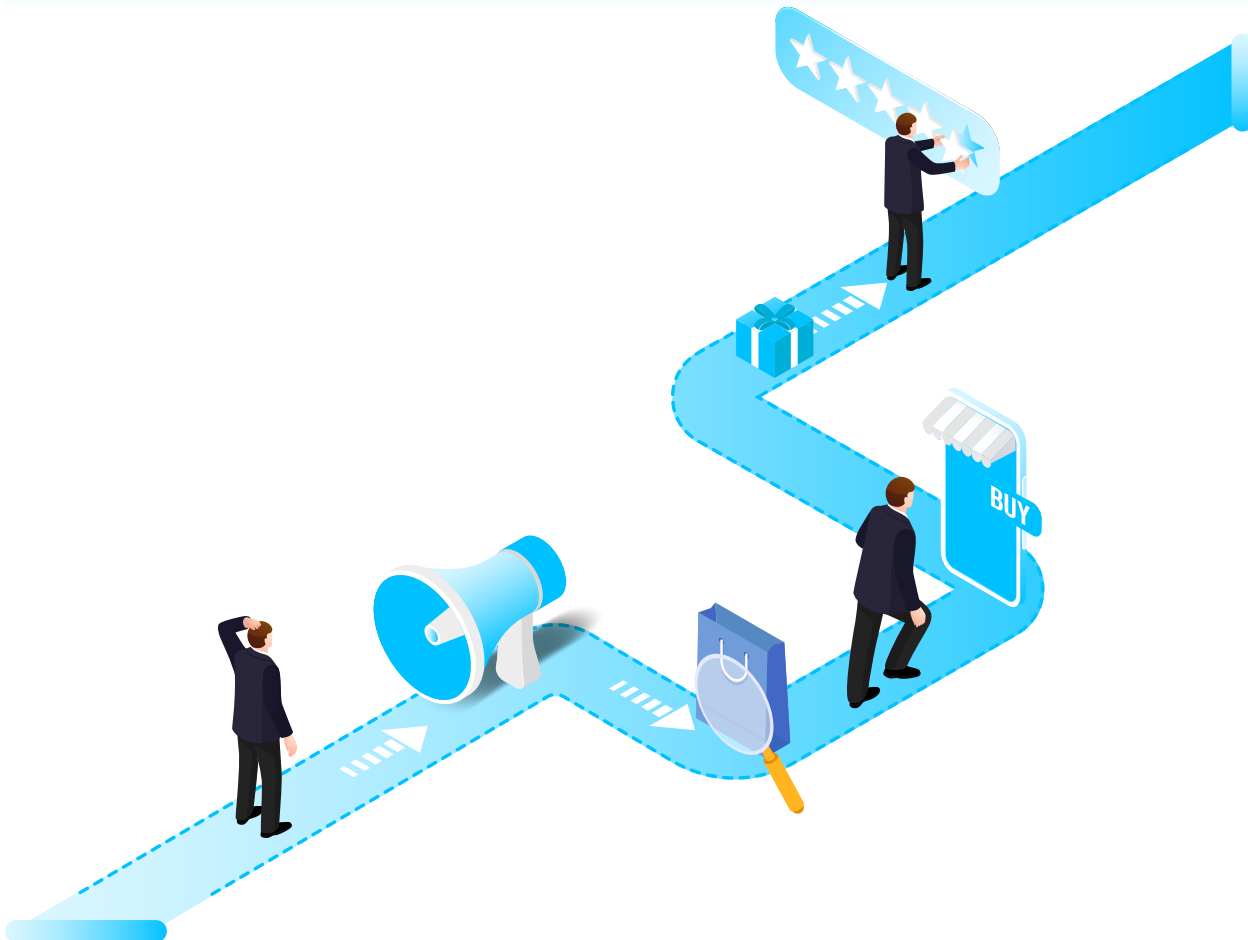


17 PRE-DEFINED CUSTOMER JOURNEYS

Do your prospects have any idea what the client journey looks like with your company? Do they know the pre-sale stages you will be taking them through? Whom on your team will be involved in the discussions? Who on their team will be needed? What the cadence looks like? What do the major milestones and decision points look like?

The best company I've ever seen do this is SalesLoft (makes total sense that they would accel at this given what they do). Every step of the way I knew exactly what to expect, who was going to be involved, what was needed for the most effective discussion possible, etc.

Providing visibility into your prospect engagement process demonstrates good planning, good communication and (if you follow the process) good follow-through – which is critical for building trust. Bring collateral that will inform prospects on exactly what they can expect going forward as they engage with you after the conference.



BONUS TACTICS:

18 RECONNAISSANCE

Conferences are a great opportunity to gather industry and competitive intel. Check out our post on [Conference Reconnaissance](#) to get the hot strategy for gathering intel at events.

19 MEASURE, MEASURE, MEASURE (DOES THAT COUNT AS THREE?)

“How much new business did we generate” is certainly a critical metric for conference ROI but there are a dozen more metrics that the big-boy players are using to squeeze every ounce of ROI from their conference expenditures.

Think of it like football: yes the scoreboard shows who’s winning and who’s losing in the moment, but time-in-possession, average-yards-per-run, yards-per-reception, sacks, tackles and interceptions can give you a better idea of who will ultimately be victorious. Check out our post on [15 Sure-Fire Ways to Measure Success at In-Person Conferences](#).

Do you want a conference-dominating machine, Scrappy is here to help. We offer a training and support package specifically for conference marketing.

Click below to choose a time that works for you to learn more.

 <https://scrappyafsolutions.com>

