

Client - Lead retrieval tool For Event and Marketing Managers within B2B

Segmented list - Sales Reps on the ground.

A few more Subject lines to A/B test	1. Still 100 cards to manually enter?	2. 4 weeks and still haven't followed up?	3. Follow up within 24h
---	---------------------------------------	---	-------------------------

Subject line:	Contact your leads within 24h
----------------------	-------------------------------

Body copy :	<p>Hi Mark,</p> <p>Does losing leads frustrate you?</p> <p>You call them 4 weeks after the show and they've moved on.</p> <p>"We've already signed with another vendor" - ugh, not again..</p> <p>You can't help but wonder "What could I have done better? How do I save this deal?"</p> <p>But what if you could follow up right after the show?</p> <p>Imagine being at your next trade show.</p> <p>The booth is set in a perfect spot and everything is impeccable. A prospect is</p>
--------------------	--

approaching you and you start a conversation.

Then, using your phone, you scan his badge and qualify him by answering a few questions.

In 4 clicks you have all his data in your CRM. And you've sent him the collateral you spoke about.

Now, all you need to do is continue the conversation.

But you've already established a connection and have relevant info to seal the deal.

- No cards to manually enter.
- No leads going cold.

I know you want to strike while the iron is hot.

Want to know how?

CTA

Request a demo

Segmented list - Marketing Mallory

Some more subject lines to A/B test	1. Know your booth visits in 24h	2. Lost cards = lost leads?	3. You can't market to lost cards	4. New lead follow-up 30x faster
--	----------------------------------	-----------------------------	-----------------------------------	----------------------------------

Subject line	Subject line
You can't market to lost leads	Trade show leads access in-real-time?

Body copy:	Body copy:
<p>Hi Mallory,</p> <p>Would you like to know who came and visited the booth?</p> <p>Segment the new leads and retarget them with marketing collateral.</p> <p>That's hard if you don't have any info on the leads in your CRM.</p> <p>Your only hope is for sales reps to actually upload all their cards.</p> <p>Which can take up to 4 weeks sometimes.</p> <p>But there's a faster way.</p> <p>Did you know you could have real-time access to new leads and assign them to sales reps immediately?</p> <p>Yep, that's what automating your lead capture does for you.</p>	<p>Hi Mallory,</p> <p>Would you like to know who came and visited the booth immediately?</p> <p>Segment the new leads and retarget them with marketing collateral.</p> <p>That's hard if you don't have any info on them sitting in your CRM.</p> <p>Your only hope is for sales reps to actually upload all their cards.</p> <p>Which can take up to 4 weeks sometimes.</p> <p>But there's a faster way.</p> <p>Did you know you could have real-time access to new leads and assign them to sales reps right away?</p> <p>Yep, that's what automating your lead capture does for you.</p>

<p>You'll save</p> <ul style="list-style-type: none"> ● Time ● Money ● Headaches <p>And create more alignment tracking your leads and ROI.</p> <p>It's no secret you want to continue the conversation your sales reps started.</p> <p>So why wait?</p>	<p>You'll save</p> <ul style="list-style-type: none"> ● Time ● Money ● Headaches <p>And create more alignment tracking your leads and ROI.</p> <p>It's no secret you want to continue the conversation your sales reps started.</p> <p>So why wait?</p>
--	--

CTA to A/B test	CTA to A/B test
Show me more features	Show me more features - CTA
Book a demo today	Book a demo today - CTA