

# Post-Event Workflow

Sample Automation




## LEAD CAPTURE

### Immediate Actions:

- Tag with Event Name
- Add to Event Leads List
- Grade Lead Based on Your Ideal Buyer Criteria
- Distribute Lead
- Sync Record to your CRM

Continue nurturing for several weeks until Prospect is ready to buy, or place them into your newsletter list.



### SMS Text:

(60 minutes later)  
"Thanks for stopping by our booth!"



### Email

(24 hours later)  
Thank them again, and remind them of a product feature at the booth.



### Email

(7 days later)  
Offer link to informative blog post with a powerful CTA.



### Email

(7 days later)  
Summarize blog post and include CTA.

HIGH LEAD SCORE



Call Prospect!

LOW LEAD SCORE



### Continue Nurture: Email

(7 days later)  
Offer your first piece of educational content, like an infographic.



Did they download the content?

YES

NO