

Post-Event Workflow

Sample Automation





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



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.

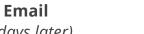


Call **Prospect!**



Continute Nurture: Email

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



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



Did they download the content?

NO

Email

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

