

Maximize your ROI

Prequalify Every Lead Scan

Make every lead count by setting up your Lead Retrieval with prequalifying logic.

STEP 1 Customize Qualifying Questions in PheedLoop

These allow your team to tag, and sort leads quickly after the event.

Sample qualifying questions:

- *Would you like a digital catalog or sample kit?*
- *Are you interested in a line presentation or pricing quote?*
- *When is your next apparel order or buying cycle?*
- *What is your role in the decision-making process?*

These are easy for reps to ask and input while scanning badges in real time.

STEP 2 Use Lead Ratings in PheedLoop

Each scanned lead can be tagged as one of the following:

- **Urgent** – Follow up within 24 hours
- **Hot** – Follow up within 1–2 days
- **Warm** – Follow up this week
- **Cold** – Add to longer-term nurture

Train your reps to use these flags *at the moment of interaction* based on interest, buying stage, and urgency.

STEP 3 Train Booth Staff

- Make sure all reps know how to scan and qualify using the app
- Practice using a test profile the day before
- Assign a team lead to review scanned leads daily and spot any missed fields

Bonus Tip:

When reps know what to look for - and how to score it - your post-show marketing will be far more effective and efficient.

Post-Show Follow-Up Cadence: 30 Days to ROI

Turn GPX leads into revenue with a structured 4-week follow-up sequence. Includes optional \$850 post-show eBlast to accelerate results.



Immediate Action (Days 1–7)

Goal: Personalize, prioritize, and make contact.

STEP 1 Clean and Segment Your Lead List

- Export leads from PheedLoop
- Prioritize by tags: Urgent , Hot , Warm , Cold
- Enrich with LinkedIn, titles, and company info
- Import into your CRM or email platform

IMPORTANT: be sure to note where the leads came from when you import to your CRM (i.e. GPX). This allows you to quickly pull a leads list and start your communications efficiently.

STEP 2 Personalized Email Outreach

- Send custom 1:1 email to Urgent and Hot leads
- Mention your booth interaction, catalog/sample offer, or rep name
- Include a **strong CTA**: book a call, request pricing, download brochure

STEP 3 Reconnect with a Post-Show Eblast (Optional \$850 Add-On)

- Reach **your scanned leads and the full GPX post-show list**
- Use this to:
 - Extend a show special
 - Promote your bestsellers or new line
 - Drive traffic to your website or booking link
- Includes email design, list targeting, and deployment by GPX marketing team

 **Pro tip:** This is the fastest way to get back in front of all booth visitors.



Engage and Add Value (Days 8–14)

Goal: Keep warm leads interested and moving.

- Email follow-up #2: share a product video, customer story, or catalog
- Connect via LinkedIn if not already
- Send sample kits or presentation invites if requested
- Begin Google or LinkedIn retargeting (if available)



Accelerate Conversion (Days 15–21)

Goal: Close hot opportunities.

- Direct outreach to top 10–20 prospects
- “Last chance” for any show promos
- Phone calls or calendar booking push



Nurture and Qualify Future Deals (Days 22–30)

Goal: Keep cold leads in your funnel.

- Add Cold/Warm leads to a longer-term nurture email campaign
- Share educational content: trend report, blog, or industry stat
- Tag all leads in CRM for future campaigns (e.g. GPX 2025)

Optional Add-Ons for Post-Show Momentum

- \$850 Post-Show eBlast
 - You pick: send to your leads or GPX’s opt-in post-show list
 - Fully managed deployment
 - Great for: promotions, brand awareness, demo bookings