



TRADE SHOW

AUTOMATION PACK

Increase your tradeshow ROI, plan effective communication, track sales opportunities, and capture lead details





TRADE SHOW

AUTOMATION PACK

Trade shows are often the source of your hottest, most qualified prospects. Unfortunately, a lot of attendees come back to the office with far fewer leads than they should. Or they come back with a bunch of unqualified leads that were never a good fit in the first place. The secret to getting better quality leads and more of them at trade shows is treating each show like it's just one step in your sales process. Don't approach a trade show like it's an isolated event. Instead, have a plan in place with the right tools that covers before, during, and after the show.



“ SUCCESSFUL ROI FROM TRADESHOWS STARTS WITH THE RIGHT TOOLS AND ENDS WITH STRATEGIC FOLLOW UP

1

LICENSE OF DYNAMICS 365 CRM

2

CAMPAIGN MANAGEMENT

3

MARKETING CONTENT

The best way to get a new customer is at a trade show. It's one of the few opportunities you can speak directly to decision makers while surrounded by your marketing materials and samples. According to the latest research from the Center for Exhibition Industry Research (CIER),

86% of people attending a trade show have the authority to purchase and 79% of trade show leads are never followed up afterward.

Not to mention that if they don't know your company is at the event you may never get the chance to tell them how you can be their best vendor provider partner ever!

DYNAMICS 365

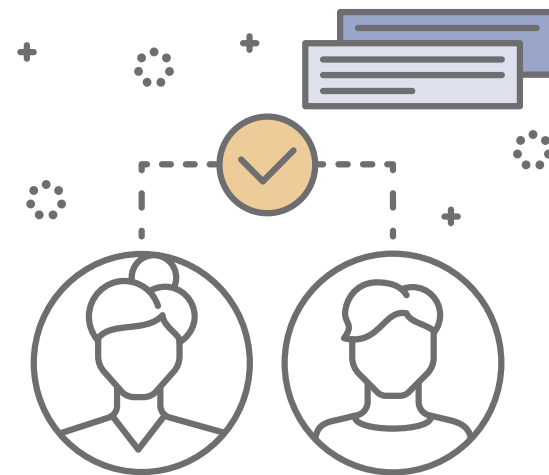
1 LICENSE OF CRM

MARKETING

EMAIL CAMPAIGN,
STRATEGY AND TOOLS

TRADESHOW FEATURES

- Create a lead sheet designed for your CRM with User Defined Fields
- Create marketing lists to target customers who will be at the tradeshow
- Announce your participation to both leads and accounts with email marketing
- Track those that stop by your booth, by adding them to marketing lists for immediate follow up
- Stay in touch year long with CRM and marketing activities provided
- Evaluate cost of tradeshow vs. number of contacts vs. opportunities developed and businesses closed: True ROI
- Report generation, analytics and customizable dashboard functionality
- Create, update and monitor root event records according to agenda, sessions, engagements, members, timeline, schedule and more
- Set up tradeshow specific event passes, registration forms, attendee list, online and directly on your CRM
- Financials can record budget details, dashboard functionality evaluates records with charts and analytics for effective accounting and bookkeeping.
- Set up tradeshow event management dashboard so that the team can stay on task and monitor past and upcoming



TRADESHOW GEARED CRM

strategies and activities within a preconfigured dashboard setting

- Set up a webinar or a live event so that prospects at the tradeshow can view live updates from your booth
- Use the webinar as a platform for attracting more leads by simulcasting to attendees who can't make it to the venue
- Manage event sponsorships by adding and maintaining sponsorship account records and associated sponsorship value and other details
- Sponsorable articles can also be added as an additional entity within the parent sponsorship records
- Event portal can also be set up on the customer-facing website or a landing page that can be created from your CRM and aligned with your sales and marketing



CLICKDIMENSIONS/MAILCHIMP

ROI METRICS & ANALYTICS

- Whether it's ClickDimensions or Mailchimp, we have connectors for both so that email marketing, campaign automation, editing capabilities and lists can be seamlessly integrated into your mothership CRM
- Powerful marketing automation makes it easy for an automated series of pre and post marketing strategies to be executed automatically
- Landing pages can create clear call to actions for subscribing to lists, participating on webinars, or interacting with post trade show content
- Flexible API documentation allows you to adapt your email marketing to fit the tradeshow specific workflow on your CRM
- Creating Google retargeting ads, Facebook Ad

campaigns, and Instagram Ad campaigns are easy to design and execute with a convenient integration that is seamless with your CRM and Mailchimp accounts

- With ClickDimensions create and monitor your social engagement on multiple channels including Facebook, LinkedIn Twitter
- Web intelligence, campaign tracking, and analytics that are integrated into your CRM are always at your fingertips
- Follow up with leads collected at the tradeshow and schedule your marketing strategies in advance through campaign automation and dynamic marketing lists that keep growing as you add
- Opt out of giving out sales brochures, instead utilize email marketing, landing pages, webinars, and online advertisements as marketing strategies that will not only deliver sales literature to the right place, but will also help nurture those leads into opportunities
- Web forms, field mapping, and duplicate detection is available as it integrates seamlessly with Dynamics 365 CRM
- Close the ROI to opportunity loop, by using goal metrics on Dynamics 365 and email marketing statistics to create better analytics that evaluate effective ROI of your budgeted and actual costs.
- Use the integration from email marketing to lead generation with CRM and manage it online through web, computer, tablet, or phone



CAMPAIGN CONTENT

30 HOURS OF
CONTENT GENERATION

DIGITAL & PRINT MARKETING

- Not only do you have a mothership CRM and tools to automate your marketing, DNS supports you even further with 30 hours of content generation
- Let us help you strategize your marketing campaigns, design and generate the content for you, so all you're left doing is attending the event and analyzing your ROI
- Whether you need consultancy or content generation, we can help strategize, guide, create, and personalize with you
- Digital content such as email marketing templates, social media card designs, online ads, landing pages - we can brainstorm, design and execute them for and with you
- Why get a third party to design your print ads, brochures, flyers, banners, signage, and packaging when you can get them designed with this package
- We will provide design support so that all your content is generated in one place, whether its digital or print so that campaign consistency is maintained
- 30 hours to start with, and you can add separately if you need
- Marketing campaigns that are geared towards events such as tradeshows require months of planning and strategizing to



BRANDED DESIGNS & TEMPLATES

so that all bases are covered before the event, during as well as after the event

- Giveaways are important at tradeshows, which is why we consult with you to create and design the right digital and print campaign materials
- Branding is everything when at tradeshows. By letting us consult and design your campaign material we make sure that all content is brand specific and sensitive
- Using brand awareness to invite people into your booth well ahead of the tradeshow is important, and we design and execute content that is geared specifically to make sure leads are nurtured before the tradeshow starts

TRADE SHOW PACK

PRICING

\$10k

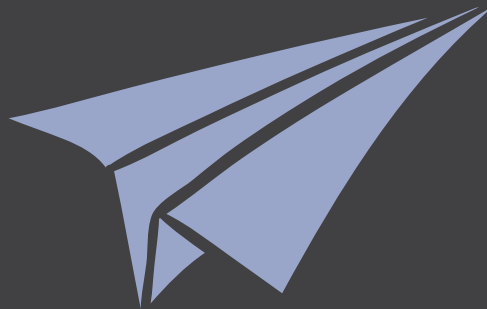
Valued at \$10k the tradeshow pack comes with the right set of tools, management consultancy and marketing content. It's an easy recipe to increasing your ROI and tradeshow success.





Distributed Network Software LLC
ERP • Marketing • UI/UX • Internet Resources

DNS is comprised of certified application developers, implementers, and consultants. Our specialists help design solutions geared to your specific business needs, providing you with the tools and functionality to realize the full potential of your business. We are experienced in working with a variety of industries that include: manufacturing, distribution, transportation, government municipalities, accounting, and education, located throughout the world.



CONTACT US



CALL US TO SCHEDULE DISCOVERY

1.814.838.5151



VISIT OUR WEBSITE

DNSLLC.COM