

Think Outside the Booth



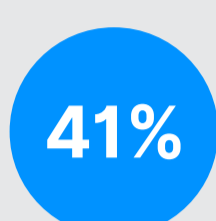
Lead Gen Requires More Touches to Get Results

- Brand interactions are becoming more numerous.
- The number of buying interactions needed to complete a single buyer's journey has increased from *(Forrester)*



Ensuring Compliance of Leads is Critical

- As marketers employ more channels to collect leads, compliance and data privacy concerns increase.
- Fines are a reality of missteps in data handling and compliance.



of marketers are worried to only somewhat confident in their ability to ensure 100% of leads are marketable and compliant. *(Integrate)*



Manual data governance is increasingly risky. A single data breach could cost you as much as \$150 million in fines. *(Integrate)*

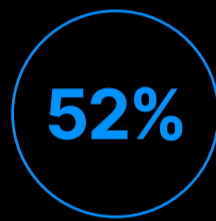
Event Pros and Cons (In-person Events Can Be effective...Sometimes)

Marketers rely on events because face to face interactions is a high impact touchpoint. Event participation agreements also contain opt-in compliance language, so names scanned have consented to opt-in, reducing compliance and privacy concerns.



Event Benefits:

- Face to face interactions is an effective method to build rapport and collect higher quality leads.



Majority of B2B buyers say that they attend trade shows and conferences to learn about new products and services. *(Source)*

Event Disadvantages:

- Event leads can contain many unqualified prospects. From swag hunters to people with little to no buying authority, it means you get a list of names, not leads.
- Sales and marketing challenges connecting on lead lists.
- Events are one of the most expensive lead generation tactics marketers can use. It is important that you ensure that you optimize your event budget and ROI with high quality prospects that result in pipeline and sales.



Marketers need to figure out a way to get the benefits of face-to-face event interactions and the opt in compliance component without the cons of an event.

But how? Marketers need to start to **Think outside the booth!**

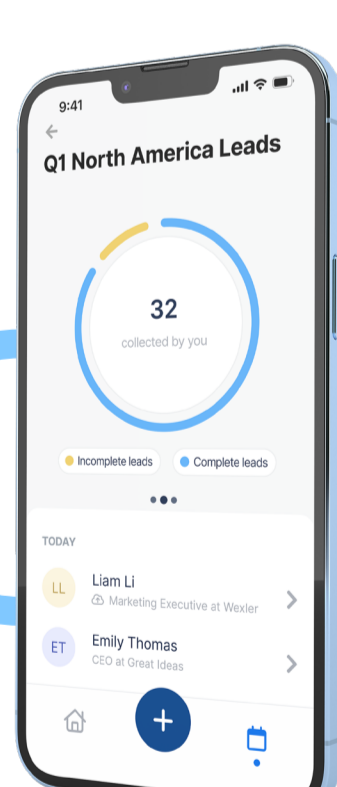
Think Outside The Booth

Illustrate informal settings of networking turning into compliant lead collection opportunities, e.g. a dinner, bar, the sidelines of a child's game, etc.



Introducing Mobile Connect

- Get the pros of face-to-face without the cons
- Gather compliant leads at valuable face-to-face interactions, anytime anywhere
- Easy for sales to use with phone, no scanner needed
- Improve team work: Connect sales and marketing teams
- Optimize Event Budget
- Simplify operations and increase efficiency with data governance, standardized data, and real time routing.



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