

USING HANDWRITTEN TO
MAXIMISE TARGETED
FOOTFALL AT AN EVENT



BEAUTIFULLY HANDWRITTEN MESSAGES

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Challenge:

Exhibiting at events is an invaluable way to generate demand for your offering. However, shows and conferences are all too often poorly executed, leaving the return on investment in question. Without correct preparation and follow up, exhibitors can be disappointed by a lack of footfall and find it harder than expected to reconnect with prospects that showed an interest on the day.

Solution:

Introduce yourself to key prospects prior to the event

Do your research; obtain the list of exhibitors from the organiser and highlight any companies that may be a good fit for your product or service. Use LinkedIn to identify any key stakeholders from those businesses who may be attending. Dependant on the event and size of company, these will typically include one or more of the founding members or senior executives relevant to the event. Align your value proposition to speak to the department and seniority of the individual.

Tone
As it is likely you will meet in person, it's important that you remain approachable. Your letter should make your recipient feel comfortable about visiting you and so a relaxed and personable tone works best.

Messaging
Your ideal decision maker may not attend their corporate events but that doesn't mean you can't realign your messaging to address those who are. For example, consider how your product or service has an impact on sales or marketing representatives that will be at the event. You may find that following your letter, the recipient introduces themselves at the event and offers you an influential introduction to your decision maker.

Tangible Benefit
Customers buy emotionally before justifying the purchase rationally. That also holds true for how they invest their time. What can you offer that will spark their interest? It is also popular to offer something for free or entry into a competition to win a prize.

Signposting
Let the recipient know that you will be looking out for them at the event but be sure to keep a relaxed tone. It is also worth including a soft call to action should they not be planning to attend.

[Recipient name + address].

[Today's date]

Dear [Recipient name],

I noticed that [Recipient's company] will also be exhibiting at the [Event name] on [Event date] and thought I'd drop you a note on the off chance that you are planning to attend.

We are a [Your industry] company helping [Recipient's function] Leaders at companies like [Competitors] to [Operational improvement]. In our experience, organisations who do this well improve [Strategic benefits] leading to [Competitive Advantage].

We will be positioned at [Exhibit space number] near [Location]; if you find a moment to visit us, I'd be happy to share one or two approaches that have been very successful for your peers and explore how these could be applied to [Recipient's company]

I hope to see you on [Event date]; however, in the meantime, please do get in touch if I can be of any help.

Yours sincerely

Hook
Referring to the upcoming event gives an excellent reason to get in touch and drives urgency, which will likely improve your engagement rate.

Credibility
Referencing key clients helps to demonstrate your credibility as a supplier, but be careful not to overdo it. One or two well chosen competitors will be more effective than a laundry list.

Operational Improvement
What tangible improvements has your product or service made to your customers' operations? Keep this tactical and relevant to your recipient's department or function. more factual you can be, the better.

Strategic benefit
What do the operational improvements made by your product or service mean to the Senior Team? How does it impact the typical KPIs that are discussed in the board room.

Competitive Advantage
How have the Operational Improvements made by your product or service improved their competitive positioning? This is a key data point for decision makers so keep it strategic and if at all possible, prove it with numbers. For ways to differentiate messaging at different seniority levels, Google "VMOST framework".