

LEAD

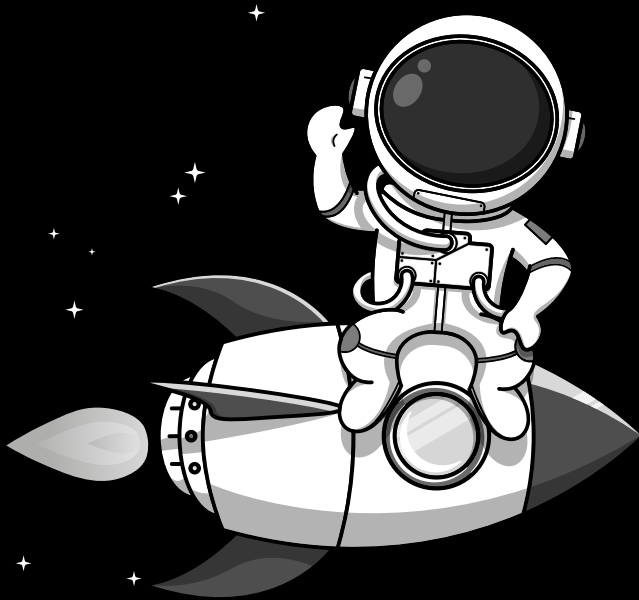
SS9

Automated AI Exhibition Follow Up

We've Uncovered An Industry Wide Problem

“Houston, we have
a **BIG** problem”

Our Mission: To enable exhibitors
to maximise their ROI within the
event and exhibition industry





Q: Why would you invest £1,000's in a stand build and not have a follow up strategy immediately after the event?

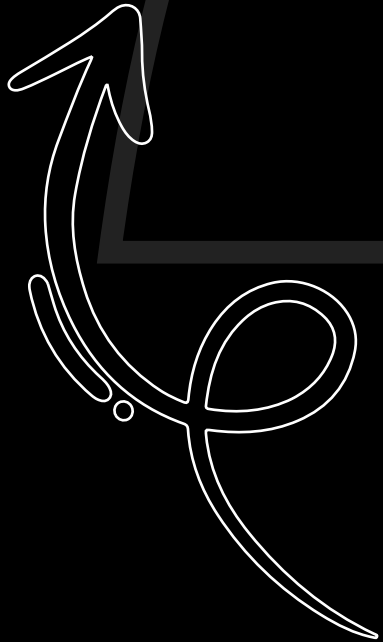


A: You wouldn't! That's why we've developed a personalised, AI driven, video outreach tool that maximises your ROI

Surely Not!

up to 75%

of leads are NEVER contacted
after an exhibition

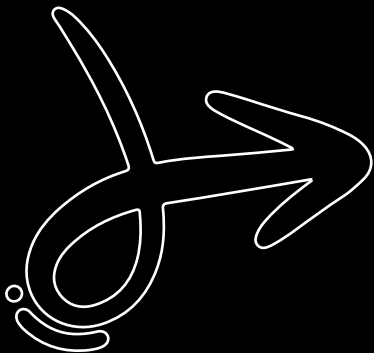


We Take The Pain Away



100%

of leads are automatically
followed up within 24hrs of
visiting your stand





On average, there are 5 touch points between you and a prospect, before they convert to a customer!

By using our automated, AI video follow up service, you'll be automatically progressing further down the conversion funnel!



Time Is Ticking



72hrs



is the maximum time that
exhibitors should follow up by!

ps.. we do this within 24hrs, 100% of the time

It's Genius & Fully Automated



Secondary
Domain Setup



AI-Driven Video
Automated Emails



Master Inbox
Creation



Call-To-Action
Engagement



Email Sequence
Setup & Delivery



Email Response
Management



Video
Creation



Calendar
Integration



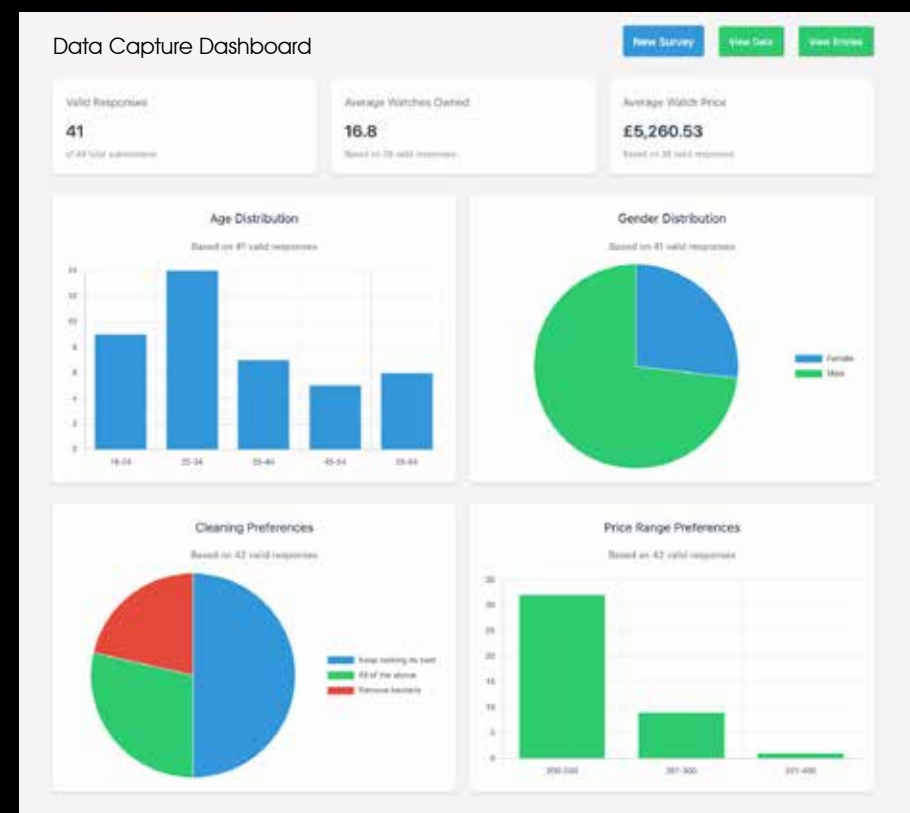
Campaign
Analysis & Reporting

Unique Data Capture Service

A custom data capture form is designed with specific information captured. The form is accessible on any tablet, laptop or phone.

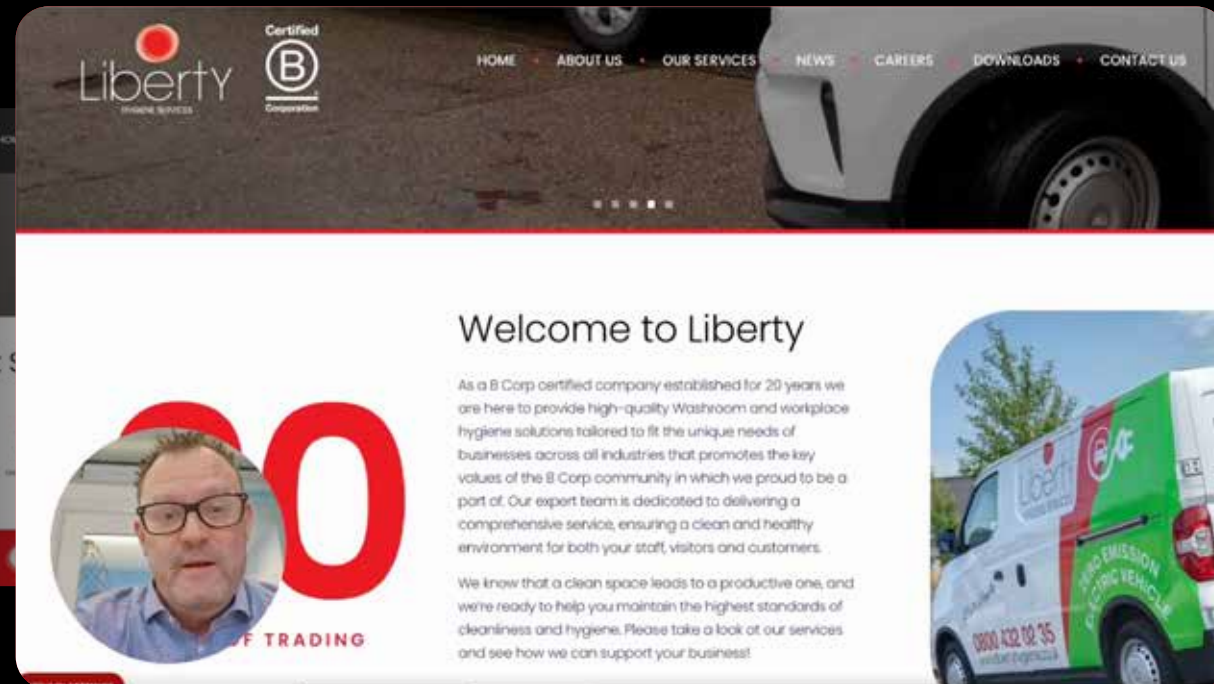
The form is titled "Liberty Business Services" and "POWERED BY: LEAD". It contains the following fields:

- First Name *
- Last Name *
- Job Title
- Business Name
- Phone
- Email *
- Website (example: https://www.example.com)
- Current Contract End Date (format: dd/mm/yyyy)
- Geographic Location *



The captured data is auto populated into a live, easy to view dashboard.

Personalised To Each Visitor



It's a FACT! Personalised follow ups get between 40-50% more engagement
We create personalised video outreach to each recipient

Email Content Strategy Agreed

From	e.follow-up@expo-followup.co.uk	▼
To	m.miller@uel.ac.uk	▼ < >

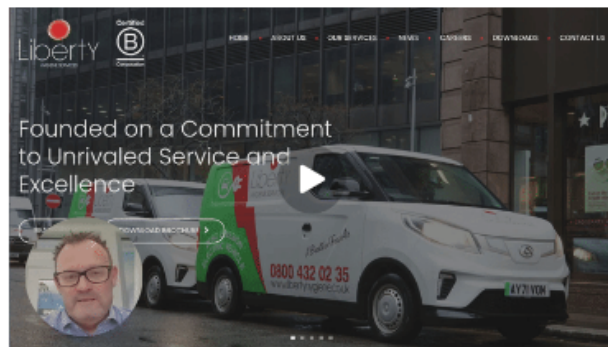
To: <m.miller@uel.ac.uk>

Subject: Thank you for visiting our stand – here's your personalised video!

Hi Mollie

It was a pleasure meeting you at The Cleaning Show! We really appreciate you taking the time to visit our stand and explore what Liberty Hygiene can do for you.

As a follow-up, I've created a personalised video just for you, highlighting how our solutions can benefit your needs. See below to watch your custom video:



If you have any questions or would like to discuss further, simply reply to this email or schedule a quick call with us! Looking forward to staying in touch!

Sincerely,

Problem: Email content is usually not thought through and rushed because the task is at the bottom of the to-do list

Solution: We pre-agree all of the content for all 4 emails within the automated sequences, all with optimised CTA's which maximise engagement.

What It Means For You

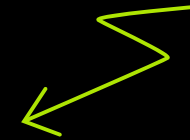
AI driven,
personalised video



Fully automated
email outreach



Ultimate prospect
engagement



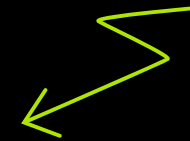
Ultimate prospect
engagement



More leads from
your exhibition



Enquiries and
quotes generated



Enquiries and
quotes generated



Revenue
generated



**Maximised Exhibition
ROI & Business
Growth**

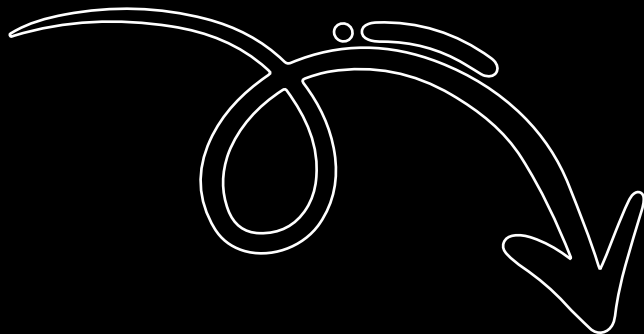


All your leads are followed up personally and automatically

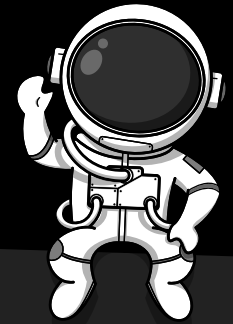
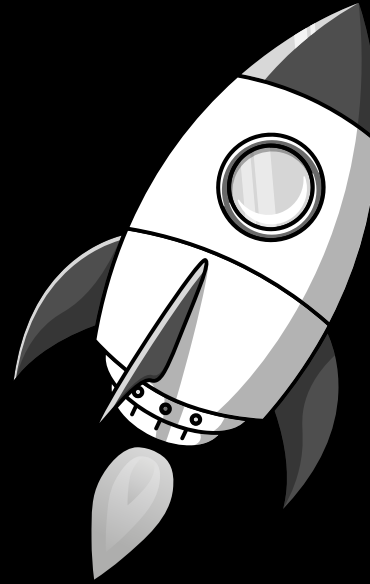
Event data capture form
Data capture dashboard
Total email outreach
No. of emails in outreach sequence
Secondary domain used
Video creation & setup cost
Calendar integration

✓
✓
unlimited
max. 4
✓
included
if required

£995
+vat



Need lift off?
Lets get talking!



LEAD

SS9

leadss9.co.uk