

Driving and Converting Event and Seminar Leads

As marketers, we place heavy emphasis on the lead generation aspect for events and filling seats. For many services, though, the lead time from seminar to point of surgery can be weeks or even months. By developing a concentrated nurturing strategy, that lead time can be shortened, and conversion rates from attendee to patient can be increased. LionShare has assembled a campaign package that can both generate the *right* leads for events and seminars that you are hosting, as well as nurture those attendees through and beyond the point of conversion to help ensure that a filled seat equals a patient in your door.

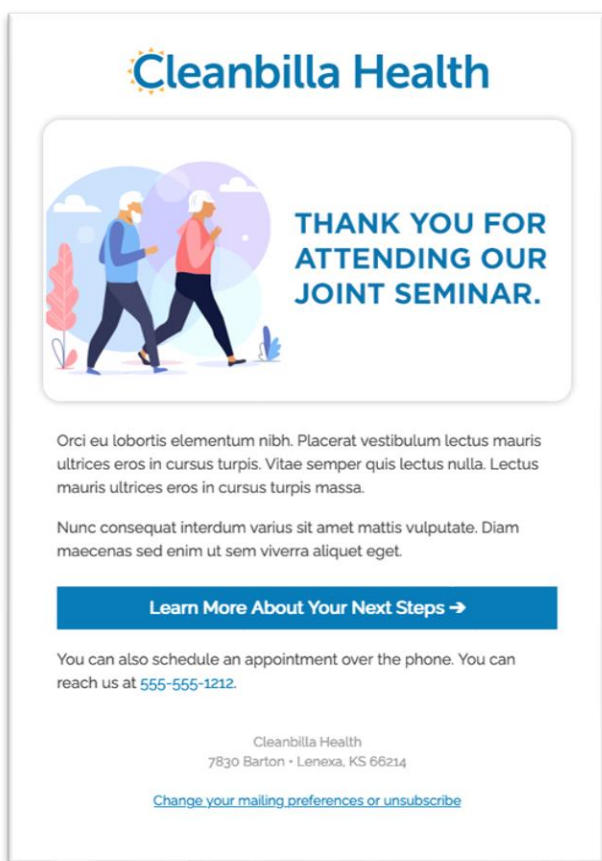
Nurturing

The importance of nurturing cannot be overlooked when it comes to events and seminars, both before and after the event date. When it comes to nurturing, a simple addition can have a big impact. The communications plan doesn't have to be complex and can be as basic as an automated reminder.

LionShare worked with one client to implement monthly programmed messages tied to their event calendar, encourage event registrations, and sent automated, personalized reminders to those who had signed up. This straightforward addition of a reminder to the campaign led to:

- An average email **open rate of 29%**
- **100% of open slots** for promoted classes/events **filled**

Another client implemented a nurturing component consisting of three follow-up emails to those who were in the lead funnel. By analyzing downstream encounter information, those who received the follow-up emails utilized services at a **rate 2.4x more** than those who did not.



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100%

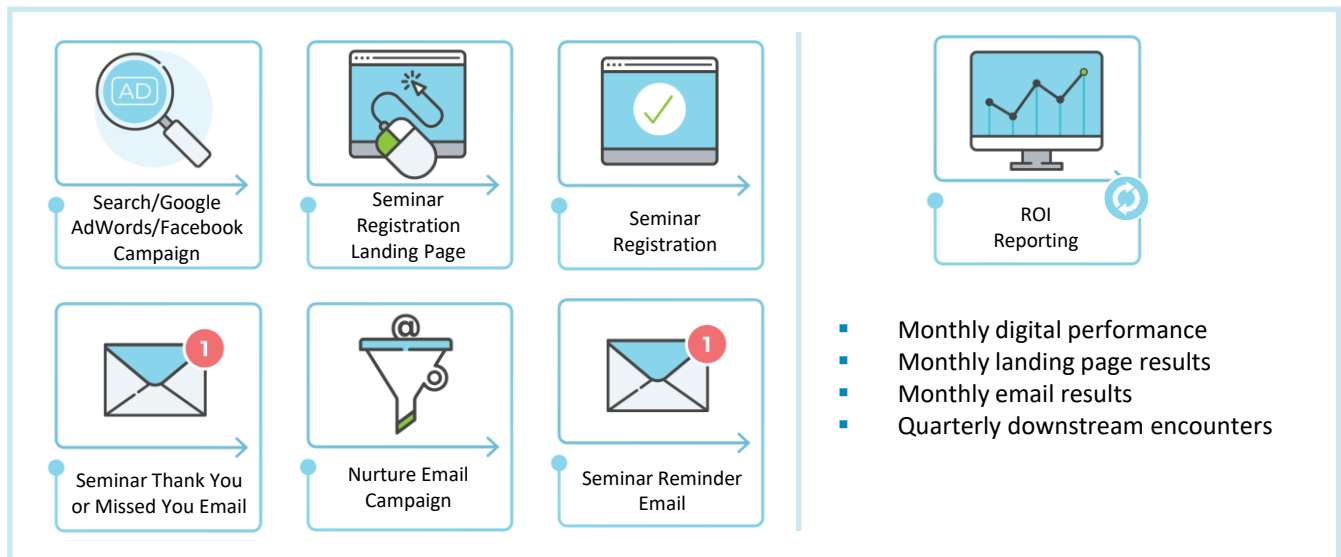
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Event & Seminar Campaigns



Strategy: Acquisition, Retention & Conversion

In most cases, a targeted digital lead generation strategy is the first place to start when it comes to patient acquisition. Should a client have a CRM in place, or access to historical data, profiling can be incorporated to better define ideal targets, as well as provide an opportunity for cross-promotion to existing clients (i.e. patient retention segment). Patient emails could also serve as an outbound channel, in addition to direct-mail prospecting, should we want to cast a broader net in terms of an omni-channel strategy.

As noted, the nurturing component of the campaign can be as simple or complex as you would like. We encourage clients to start small and gradually add components for ease of integration. Our base recommendation includes an automated reminder, a follow-up email based on attendance or non-attendance, a post-event thank you message, indicating the next step the attendee should take, and a quarterly email nurture campaign for those that have not yet converted. Additional touch points can be incorporated based on behaviors or where someone is in the conversion funnel.



Enhancement Options

- Outbound email or direct-mail lead generation
- Landing page development
- Retargeting
- Additional nurturing
- Custom/more frequent reporting

