iCAPTURE

Build a Better Trade Show Strategy in 5 Simple Steps

Ever feel like you're going home empty-handed from trade shows? ☹️

With so many businesses competing for attention, it can be hard to stand out—especially without a strategy.

But a generic strategy won't help you maximize your results. Your business needs (and deserves) a strategy designed around your unique strengths and goals. A strategy that creates clear messaging and outlines conversations. One that empowers your team members to deliver that message so your brand voice rises above the crowd.

We've created this short, sweet, and easy-to-use worksheet to help your teams put their best foot forward at trade shows. From goal-setting to team training, this guide is designed to focus your energy on creating a unified approach for every show on your circuit.

Remember

Even if this isn't your first rodeo, there's never any harm in revisiting and reassessing your current processes.

Worksheet

Step 1: Define Your Purpose

Why are you here, and what do you want to accomplish?

Between everyday business and event planning, this question frequently ends up on the back burner. In reality, it should be your focus as you develop your trade show presence. For most of us, the answer is "lead generation" or "branding." Whatever your goal may be, everything you do, from goal-setting to training, should bring you closer to reaching it.

Tradeshow ______________________________

Purpose ______________________________

Goal #1 ______________________________

Goal #2 ______________________________

Step 2: Set Event-Specific Goals

Every event needs a goal (or goals).

Don't assume every person involved in your trade show understands the purposes you outlined above. Help them understand by defining Specific, Measurable, Attainable, Relevant, and Time-based (SMART) goals for each event.

As you set your goals, questions to ask yourself might include…

- How many qualified leads do we want to collect?
- What event ROI are we targeting?
- How many sales meetings do we want to schedule?

Step 3: Train Your Team

Empower your reps and get results.

When you go the iCapture route, you'll benefit from Success Managers that train your entire team of reps and admins. This will supercharge your reps with expert tips and training and ensure your admins are crushing the planning. Whether you use iCapture or go DIY, it's important to focus on the WIIFM as you go FTW. (That's "do-it-yourself" while focusing on the "what's in it for me?" as you go "for the win.")

Both your booth reps and your lead-receiving reps need to be aligned on what your booth conversation sounds like. This will help ensure your valuable time and energy goes into planning, setting goals, and deploying the perfect lead form to get better results. Reps receiving leads will appreciate the standardization. And of course, what sales person doesn't want to know "what's in it for me?" Make sure your whole team has a good understanding of where the best leads end up.

Step 4: Standardize Your Capture Form

Build it, set it, but don't forget it.

Every event is a little different but for the most part, your event lead capture form should stay the same. This will make it easier to track success between events, and easier for your team to build consistent conversations around the form's sections.

Looks aren't everything, but they certainly never hurt–especially when leads are involved. For inspiration, check out our ***Winning Trade Show Lead Form Template***.

Every winning lead form shares the same five fundamental sections:

- AUDIENCE (PROSPECTS VS CUSTOMERS)
- PRODUCT INTEREST
- QUALIFIERS
- NEXT STEPS
- NOTES

Step 5: Sort Your Leads

The good, the bad, and the beautiful.

4 out of 7 leads are not sales-ready. 2 in 7 might be. 1 in 7 is definitely sales-ready. We learned this by analyzing accumulated data from hundreds of companies and thousands of events. With over 118 million leads processed, we're confident that the best leads are worth sorting to the right place.

In a perfect world, all trade show leads would be sales-ready. But until we live in a perfect world, creating a smart sorting process is essential to delivering only the most promising leads to your sales team.

Use the chart below to plan your approach to different types of leads. For example, highly qualified leads may receive a phone call from a salesperson, while warm leads might be added to your newsletter drip campaign.

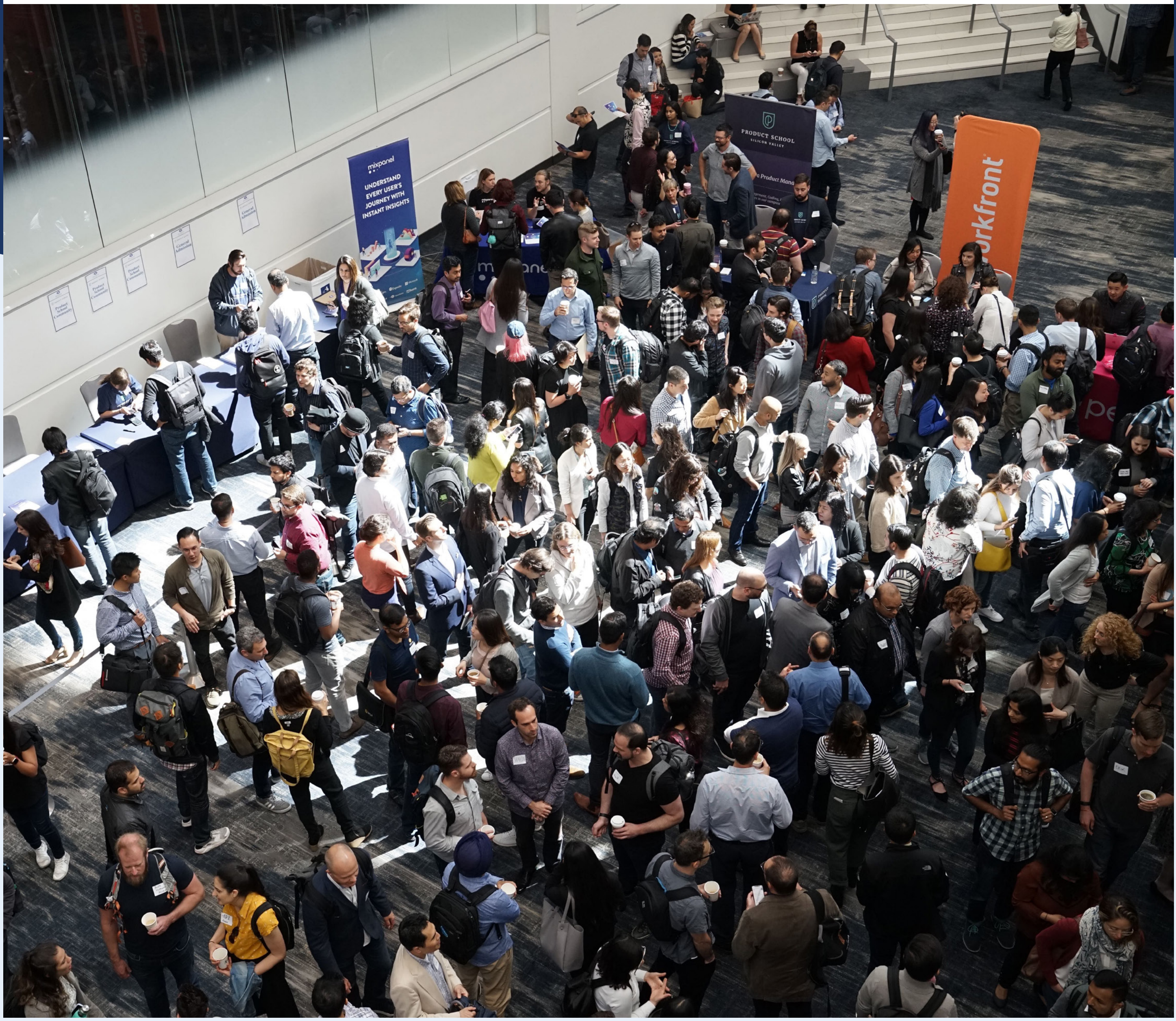
Lead Type	Action	Timeline
Highly Qualified		
Warm		
Lukewarm		
Unqualified		

Closing Thoughts

You can do it–we can help.

Trade shows are full of exciting opportunities to share your brand with the world and capture leads. With a little thought and a lot of passion you can make the most of every one you attend.

Not only does aligning your strategy, your talent, and your forms help you get more revenue from trade show leads, it also helps your business move more confidently in the direction of its goals. When everyone, from booth reps and sales teams to new leads and old partners, knows what to expect from your business, everyone can relax and trust the process.



About iCapture

When opportunity knocks, iCapture helps businesses answer with intelligent lead capture solutions.

Why? Because our mission is maximizing opportunities from trade shows and events. Our app helps companies turn trade show leads into revenue, as well as empowers your marketing and sales teams. From custom workflows to role-specific resources, our tools are designed to make follow-ups simpler, smoother, and more consistent. Because no one likes missed opportunities.

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