

Event Telemarketing



With **Callbox's Event Telemarketing**, our marketing representatives employ an **efficient outbound telemarketing strategy** to **make sure** that your prospects get invited to your event, and can **follow up** on those prospects after the events as well.

A. Call-To-Invite

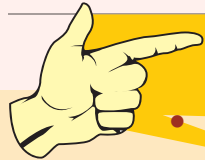
- Most companies make use of emails as a convenient way of sending event invitations, but with the existence of email filters which treat these invites as spam, efficiency is compromised. Phone invitations, on the other hand, are better because of its more personal approach and it gives the customer a chance to ask questions and address concerns right away. Since phone invitation is straightforward, it is perfect for announcing events, updates and following up. Phone invites allow you to instantly communicate with multiple people and receive immediate responses.
- Callbox can assist you when you want to invite your clients and prospects to your company events, conferences, forums, and meetings through telemarketing. Callbox allows you to track the progress of your campaign through our very own PipelineCRM. Phone invitations are not only great for corporate events; they are also perfect for:
 - Announcing company news
 - Recommending new products and services
 - Providing appointment reminders
 - Providing reminders to special occasions or activities
 - Making quick thank you calls
 - Following up future events

- Callbox's Call-to-Invite campaign utilizes professional callers who are highly trained to make meaningful, productive phone calls and are backed by quality assurance analysts so all you have to do is sit back and focus on organizing more important aspects of your events. Just leave the phone invite and follow-up to us.

B. Tradeshow Lead Follow-up

- To quantify a trade show's return of investment (ROI), sales leads generated from the event must be followed-up within a week after the even has culminated. Successful lead follow-up plans must be generated at the start of the event as to maximize the sales and marketing effort of the company's team. It is during this time when you can maximize Callbox's Trade Show Lead Follow-up services.
- Callbox has had years of experience in Lead Generation and their campaigns have been perfected to ensure that most of the client's generated leads from the trade shows will be turned into warm prospects or customers.

Contact us today to learn more about our Event Telemarketing Services.



Other Services We Offer!

- Appointment Setting & Lead Generation
 - Telephone Survey
- Web Design
 - Search Engine Optimization
- Social Media Marketing
 - Targeted Call Lists
- List Management

CALLBOX is an award-winning Sales and Marketing Company, providing world class customer contact services, IT, and other business solutions for clients from major countries around the globe. As a sales and marketing company, we provide global market access to medium-sized and large enterprises through direct marketing, web marketing, sales support database services, and advanced workforce management.

About Callbox

