

Callbox Event Marketing and Call-to-Invite

Boost event turnout and conversions with Callbox's targeted event marketing and Call-to-invite services



callbox
LEAD MANAGEMENT SOLUTIONS

B2B events are now increasingly becoming more like a journey, and Callbox helps you stay on your audience's radar each step of the way.

Callbox can help you increase registrations and drive more revenue from your in-person and online events. We offer a flexible, integrated, end-to-end event marketing package tailored for tradeshows, webinars, seminars, product launch, industry meetups, and other live event initiatives.

We combine our multi-touch, multi-channel capabilities with our years of targeted sales and marketing expertise to:

- ✓ **ENGAGE** attendees and opportunities throughout the event cycle
- ✓ **ENSURE** quality of invitees and prospects at every step of the event process
- ✓ **LEVERAGE** phone, email, and social media to maximize conversions
- ✓ **COLLECT** critical event and prospect information for sharper marketing insights



#1 Campaign Setup

We devote the first stage of the event marketing program to laying the groundwork for the rest of the campaign.

- Attendees database
- Call scripts and email/InMail copies
- Event landing page
- Other marketing collaterals



#2 Pre-event Marketing

The main goal of this step is to maximize interest, registrations, and turnout through multi-channel outreach.



#3 Live Event Activities

While the event is ongoing, your Callbox team works in the background to help maximize engagement.



#4 Post-event Marketing

Maintain event momentum and maximize conversion using a proven post-event follow-up strategy.

- Event leads nurturing
- Lead Qualification
- Appointment Setting



Tell us about your upcoming event, and let's see what we can do together. Talk to us.

CONTACT US

CALL

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