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Kronologic - Event Lead Guide

3 Keys to Success

1. **Kronologic workflow needs to kick off:**
   a. Right when your session ends for those registered - even before show ends
   b. ASAP as you have access to the list
      i. Day the conf ends
      ii. Morning or anytime the day after the show ends
      iii. If you cannot get the list from the conference by the 3rd day after the event, we've seen conversion rates for discovery calls drop to 8-12% or lower if there are 7+ days between the conf and your follow up
         1. However, these Lead to Discovery Meeting conversion rates are still HIGHER than traditional follow up using an SDR + Sales Engagement Platform

2. **Create a Kronologic Meeting Type for each type of lead you have from the conference**
   a. Three most common Conference Lead Types with timing recommendation
      i. Booth Leads - launch upon CTA completion as possible
      ii. Breakout Session/Keynote - launch immediately after session ends
      iii. General Opt-in List - Launch ASAP once you clean it

3. **Messaging and List Prep**
   a. Create a single core message that aligns to your primary sales discovery call talk track
      i. Then adapt the subject line and the first sentence of the copy to apply to each conference source: Booth, Session, Opt-in list
   b. Remove all the bad leads and leads your AE's are already working
      i. Remove: wrong company fit, wrong persona fit, non-relevant, public domains
      ii. The list left over should just be those who your sales team would be happy to speak to per your sales SLAs

Lead Process Workflow Steps
1. Remove the bad leads and leads your sales team is already working on
2. Load leads into the specific Kronologic Meeting Type you built for the that conference lead source
3. Set a proposed meeting time frame for 2 to 10 days out for <100 leads
   a. a list of multiple hundreds of leads can have a range of 2 to 15/20/25 days out
4. Activate Kronologic campaign and the corresponding lead list

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In-Person Event Booth Demos
- Create a landing page that can be pulled up on a tablet or phone
  - Primary field - email
  - Secondary fields - any fields you need to properly route the leads
    - If using marketing automation, you can pre-set an exclusion list in the form submission workflow to exclude open deals or assigned accounts for manual distribution or notification emails
  - Trigger Kronologic from the form submission
    - Now the discovery meeting is sent and booked right there in booth at that moment, instead of having an SDR call and email to do the same thing days later, after the show, hoping to get a hold of them.

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