

Transform Cold Leads Into Hot Opportunities with Certain

Whether your events are online or in-person, hosting personalized experiences helps you find and build valuable relationships with prospects. It's a bit like sending a search party out to find unknown leads wandering in a barren, icy tundra, and then guiding them to luxurious, tropical destinations (i.e. the world of your brand) – where growth and business deals thrive.

Here's how Certain's end-to-end event experience solution can help you take ice-colds leads and transform them into warm and happy customers.



1 Start by identifying your target audience then plan with them in mind.

Determine who your ideal attendees are in order to understand their needs and pain points – and what will drive their interest in attending your event.

Make sure you have a clear understanding of your target attendees' profile, and create a unique event brand that is compelling to those you want to attend. This will inform how you decide to build out your event website and registration experience in order to capture the most valuable information from each registrant – and qualify accordingly.

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2 Create an event website that personalizes the event journey from the start

With Certain, you can create a fully-branded, dynamic event website and registration experience for attendees.

Customizable registration forms and logics will automatically segment and tailor the journey for registrants, delivering relevant offers, session and content recommendations. Meanwhile, your marketing and sales teams will gather rich insights from the get-go so your ongoing messaging is more meaningful to the participant.

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3 Get the word out and start generating interest

Start drawing in leads by marketing your event via email, ads and your online community. Once they've registered, use Certain's email templates to send all follow up communications including add to calendar links and email confirmations – be sure to include links to your social media and event sites to build both buzz and community amongst your attendees, speakers and sponsors.

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4 Scale your event with peace of mind

With Certain's enterprise-grade, secure platform, you're ready to take any audience size on their journeys. [Easily manage](#) and segment anywhere from ten to tens of thousands of registrations.

As guests are registering for the sessions and formats that interest them, you are already gathering valuable interest data which can be automatically routed anywhere, anytime through your technology stack.

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5 Build Rapport with Your Registrants Before, During and After the Event

With Certain, events are opportunities to nurture communities. With the power of our [event engagement app](#), you can start interacting with attendees right away on any screen. Hosts and registrants can interact with one another, participate in discussion boards, view personalized agendas, play games and download content, and more, before, during and after your event.

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6 Keep Your Attendees Informed

Your marketing team is the cruise director, but that doesn't mean you have to personally greet everyone coming on board. You can automate and schedule messages for attendee segments containing content relevant to their interests.

Ensure delivery at just the right time, let attendees know what to expect and inform them how they can make the most of their chosen experiences.

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7 Offer attendees a personalized agenda with our digital content and speaker hub

Create sleek, modern-looking catalogs for content, speakers and live or on-demand sessions for your main event. Display highly customizable speaker and session information, and allow registrants to tailor the kinds of experiences that work best for them. The digital hub pays-it-forward as an 'on-demand' destination that beckons to new registrants long after the event is over.

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8 Reinvent the event experience (while growing your business)

Virtual experiences remove barriers that pin down events to any one location or time period. With Certain you can surprise and delight audiences by creating innovative experiences your audiences want.

At the same time, the heart of Certain is to not just facilitate imagination, but to always capture the robust attendee data that will help you grow your business.

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9 Plug in emerging & web streaming technologies

Built with integration in mind, Certain's native [integrations](#) include leading marketing automation, CRM, messaging and webcasting platforms like Zoom, ON24, BlueJeans, and more. You can use any of these technologies with Certain as your event hub, providing a seamless and consistent experience for attendees.

Certain acts as the central system for collecting, connecting and managing your event data – the vital component that fuels marketing and sales as well as proves ROI.

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10 Use all your valuable insights and data to guide your leads down the funnel

Now that you've gathered all this rich attendee data, share these insights with your sales team – along with personalized templates and follow-up material that's relevant to their needs, interests and pain points.

In no time, you'll find your once cold event leads are now fully engaged and ready to convert into hot opportunities.

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11 Now go ahead and celebrate, because you have event data that nurtures relationships.

And THAT's how you take frozen leads and warm them up. By creating a truly engaging digital experience and using intent data and insights captured by Certain throughout the event lifecycle so you can better personalize each experience going forward.

Whether it's following up after specific sessions they attended, responding to survey feedback, or referencing specific questions/ comments they made, you will have a solid foundation for growing relationships and showing ROI for your events program.

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Want to learn more about how Certain can help you heat up your leads from events?

Let's Talk!