

aqualtherm

Integrated Marketing Plan Maximizes Trade Show Investment

Many companies exhibit at trade shows, but can't demonstrate a return on the investment. Tenlo worked with Aquatherm, a leading plastic pipe manufacturer, to drive traffic to the booth, engage prospects, increase website traffic and accelerate the timeframe to close sales.

Results

+45%

SQLs YOY

+50%

trade show related website traffic YOY

50%

continued engagement with SQLs post-show through email nurturing

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Insights: Pre-Show

The map of the trade show floor and the exhibitor listing capture the most attention as people research the AHR Expo

Insights: At-Show

During the AHR Expo, people use their mobile phones to find information, make connections on LinkedIn, and use the mobile app to navigate the trade show

Insights: Post-Show

The best time to nurture leads is before they return to their daily routines; lead follow-up must be easy and worthwhile for the sales team

The Challenge

Capture more leads at the AHR Expo year-over-year

Drive trade show attendees to a booth in a low-traffic area

Nurture and convert leads after the trade show

Achieve desired results with only \$25,000

Strategic Approach

Pre-Show

- Optimized Aquatherm's exhibitor listing with relevant search terms, photos and videos to increase awareness
- Sent an email to drive traffic to the booth by promoting a hands-on demonstration and the location of the booth; also sent people to a landing page for more information

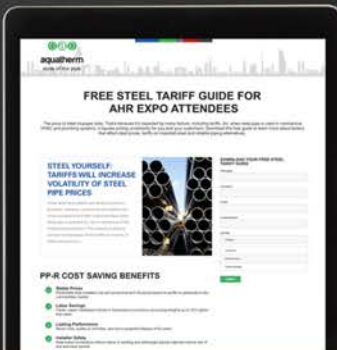
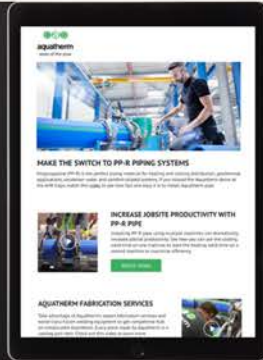
At-Show

- Targeted LinkedIn ads to people in the trade show area with relevant business titles in related industries to increase awareness
- Designed a flyer to drive booth visitors to a landing page to learn more about the benefits of polypropylene piping

Post-Show

- A video-rich email was sent to all of the leads captured pre- and at-show to help accelerate prospects through the sales pipeline
- Qualified leads, tagged with audience product interests, were added to the CRM, enabling Aquatherm sales reps to easily start a conversation with prospective customers





95% of the incremental MQLs resulted from cost-effective digital tactics

Positive Feedback From Sales Team

Our trade show marketing efforts didn't go unnoticed. The sales team commended the quality and volume of prospects driven to the booth, which led to capabilities discussions and serious sales leads.



“Tenlo helped me generate better leads from our trade shows and extended their approach across our entire customer journey. We now get better leads, close more of them, and do it all faster.”

Barry Campbell, VP of Marketing, Aquatherm



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[216-621-1835](tel:216-621-1835)
hello@tenlo.com



tenlo

Solon
30670 Bainbridge Road #201
Solon, OH 44139

Cleveland
2418 Professor Avenue
Cleveland, OH 44113

Work with us
hello@tenlo.com

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