



Trade Show Lead Management Tool Saves Major Animal Health Company \$160,000 Annually

The Challenge

When a large Animal Health company recognized they needed to improve and streamline their trade show/conference lead generating process, to save costs and ensure lead follow-up, they contacted Hibbert for a solution. Their current lead environment consisted of purchasing inadequate, difficult to use and very expensive systems per event they attended. These systems lacked the functionality required to be able to track and follow up on leads generated at the event. The cost to rent each system was excessive and allowed for little to no return on investment. Leads were being generated at small and large events but nothing was being done with them once the event ended.

The Process

Hibbert developed a proposal that provided the client a cost effective, turnkey, web-enabled, lead management solution. The proposal incorporated using Hibbert's Gold Copy Lead Management Tool to capture leads at each event; thus eliminating the need to repeatedly rent a system.

The Solution

This solution allowed for lead capture, segmentation and immediate follow-up, while providing upper management visibility into the ROI of each event. The easy to use website was customized to fit the client's needs and business rules and could be accessed through multiple devices (laptop, PC, and iPads). Since the tool was closely tied to the client's customer database, users could enter a lead into the system with minimal data entry. Each lead entered into the tool is matched with a sales representative and/or distributor for accountability and follow up. In addition to lead capture, the site captures product and promotional/educational literature orders. The tool is directly associated with the client's inventory system which is managed by Hibbert.

Once an order is entered into the system, it is processed and shipped within in 24 hours; often times waiting for the customer once they return from the event. The tool automatically categorizes each lead into a client driven marketing bucket. This information can be utilized for future marketing efforts. Full administrative functionality is included into the tool which allows the client to set up each event as a unique identity. Specific products and inventory are aligned per event. The system retains the event data for historical purposes and administrators have the ability to clone an event for repeat conferences. The tool also has robust reporting that can be easily accessed by the customer and downloaded onto their desktop. Reports are fully customized to meet the client's needs. Prior to launch, Hibbert conducted onsite training for all users and attended the debut event to ensure a smooth transition.

The Results

- System allowed for an annual savings of \$160,000.
- Marketing ROI could be assessed for each event with online reporting tools.
- Leads were being followed up before the event was over – closing the marketing loop.
- Leads had more visibility across sales and marketing organizations.
- System allowed for easy access to existing systems (database, CRM tool, and order platforms).
- Training for sales force and event staff was seamless.
- Real time inventory and customer data.

For more information on how your organization can benefit from a customized lead management system, contact your Hibbert Account Executive.

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