



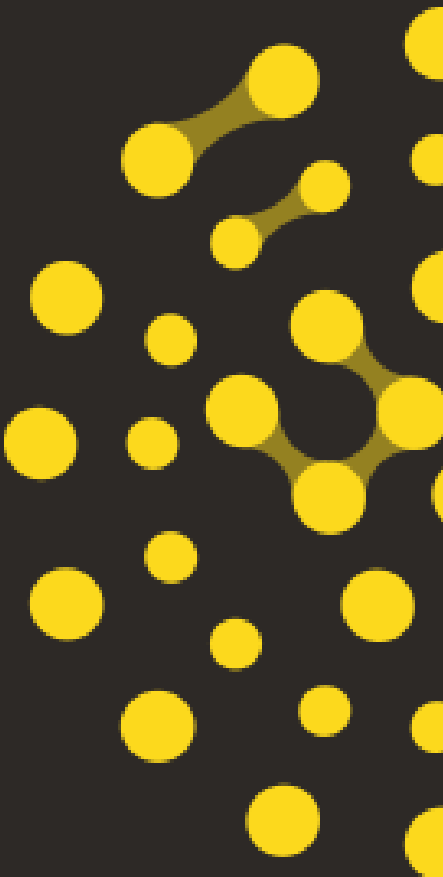
# Elevate Your Event Exhibitor Outreach with Email Marketing

Find Out How - Go to the next slide →





Picture this, You've concluded an incredible event, having captured multiple leads. How do you ensure your brand stays top of mind for your captured leads?





# EMAIL MARKETING

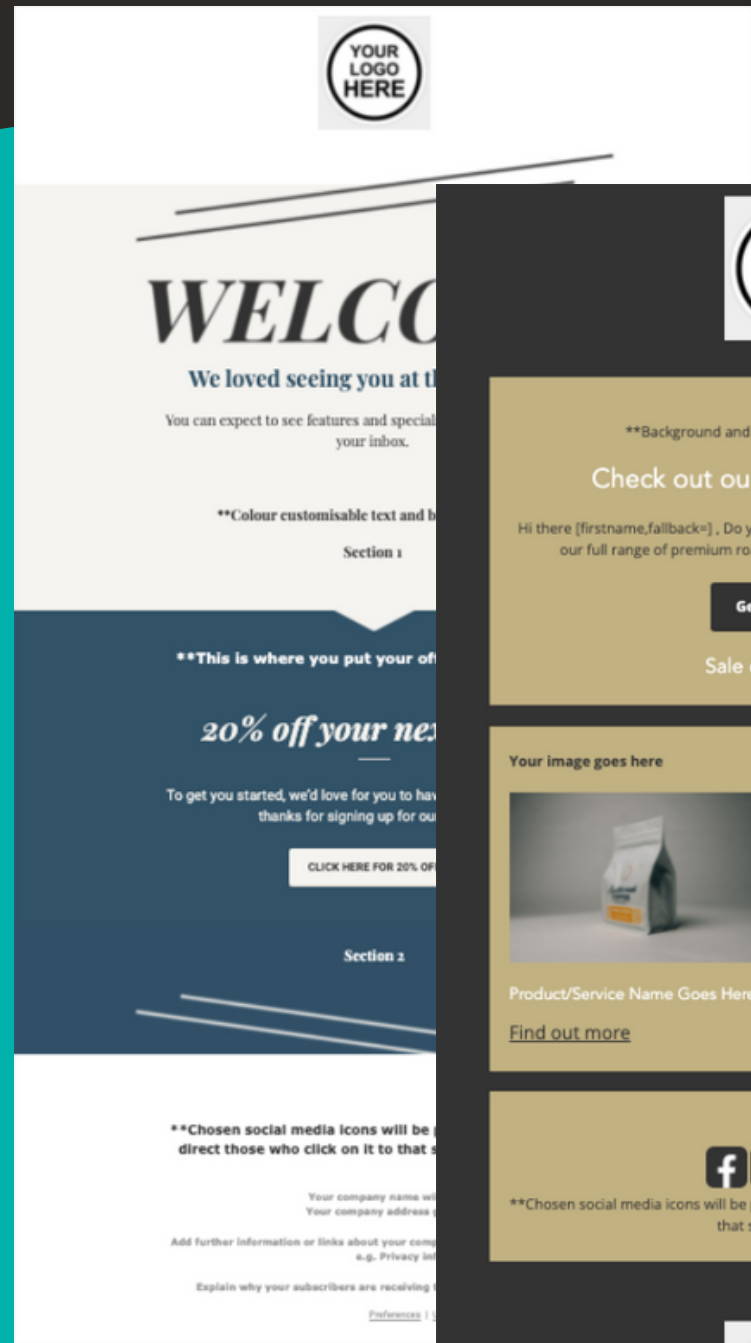


Now that you've successfully captured multiple leads, imagine extending that impact beyond the event. Let's explore how our email marketing services can keep your brand resonating with these captured leads long after the event concludes

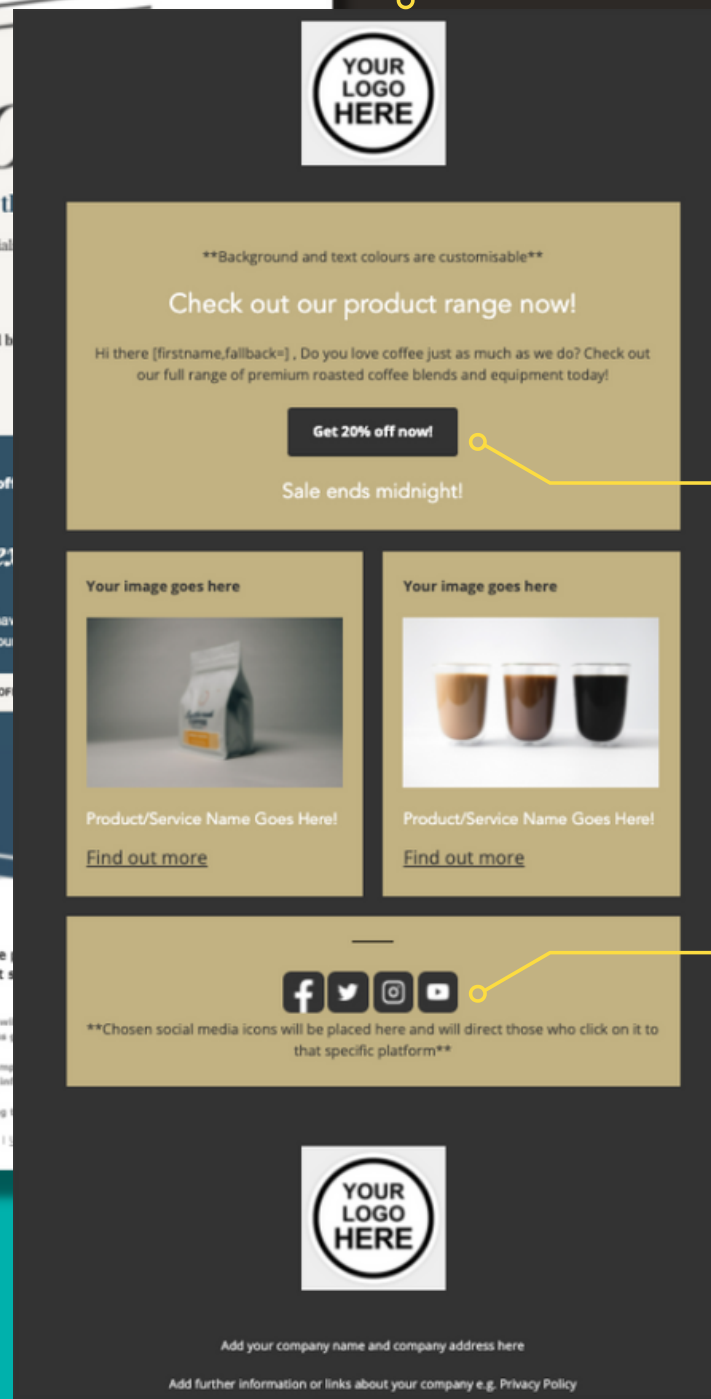




# EMAIL TEMPLATE EXAMPLES



Showcase your brand front and centre



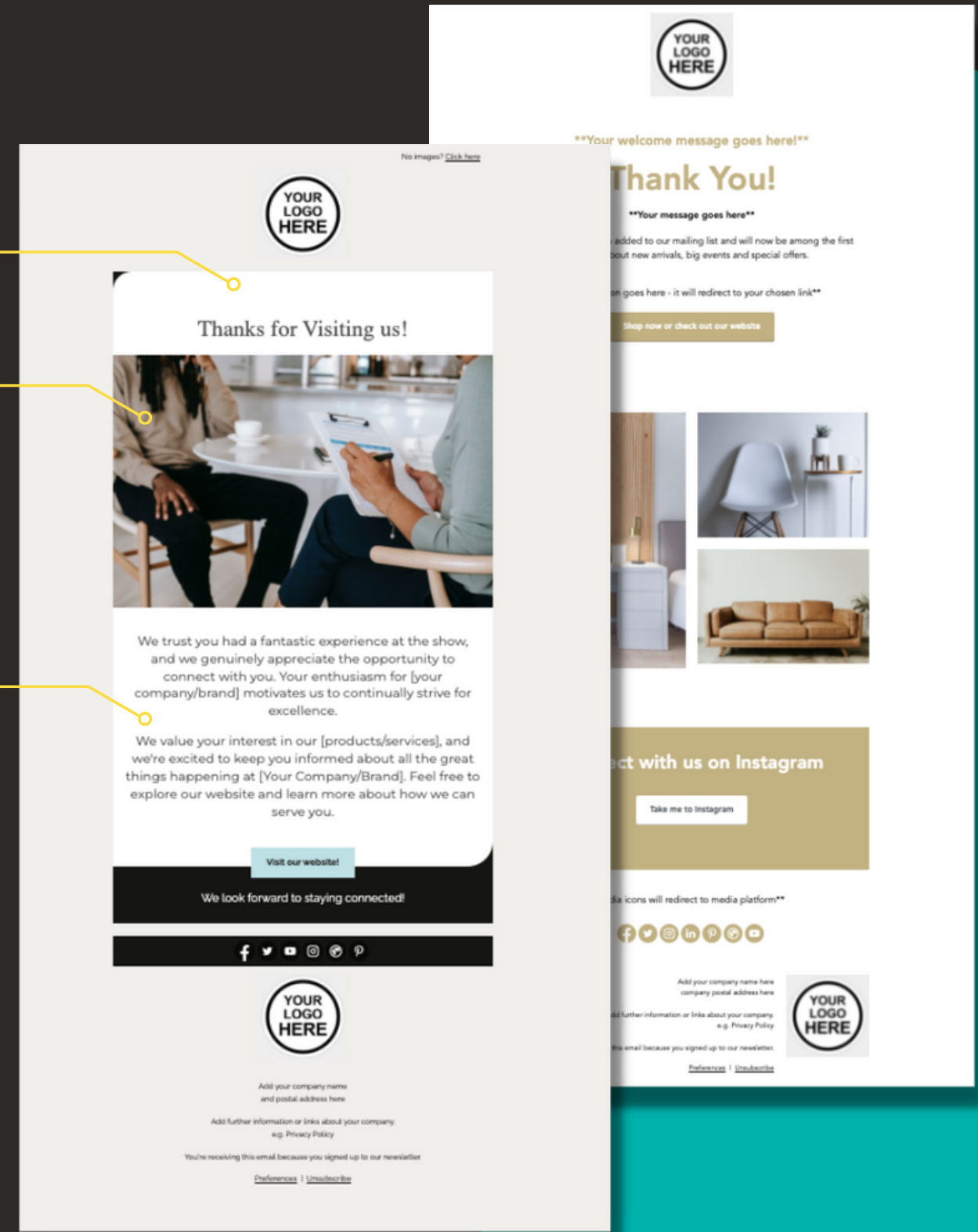
Craft a compelling headline tailored to your message.

Select your preferred visuals to enhance your message

Tailor your call - to - action with a personalised message

Craft and tailor your core message to resonate with your audience.

Add a personal touch by inputting your preferred social media handles for seamless connectivity.



\*\*Your welcome message goes here!\*\*

## Thank You!

\*\*Your message goes here\*\*

added to our mailing list and will now be among the first about new arrivals, big events and special offers.

on goes here - it will redirect to your chosen link\*\*

Shop now or check out our website



ect with us on Instagram

Take me to Instagram

is icons will redirect to media platform\*\*



Add your company name here company postal address here

Add further information or links about your company e.g. Privacy Policy

you email because you signed up to our newsletter

Preferences | Unsubscribe



## Thanks for Visiting us!

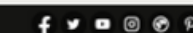


We trust you had a fantastic experience at the show, and we genuinely appreciate the opportunity to connect with you. Your enthusiasm for [your company/brand] motivates us to continually strive for excellence.

We value your interest in our [products/services], and we're excited to keep you informed about all the great things happening at [Your Company/Brand]. Feel free to explore our website and learn more about how we can serve you.

Visit our website!

We look forward to staying connected!



Add your company name and postal address here

Add further information or links about your company e.g. Privacy Policy

You're receiving this email because you signed up to our newsletter

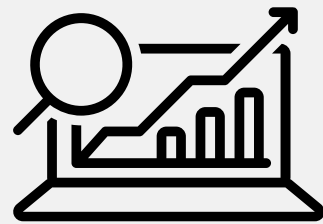
Preferences | Unsubscribe



# IMAGINE THIS...

YOUR BRAND, AMPLIFIED

We understand the importance of your brand identity. That's why our personalised email marketing solutions are designed to reflect your brand essence—every logo, colour, and message is woven into your campaigns for a seamless brand experience.



## INSIGHTS FOR EMPOWERED DECISIONS

Drive decisions with data. Our analytics unveil campaign performance metrics, guiding smarter strategies for future events.



## EMAIL CAMPAIGN FLEXIBILITY

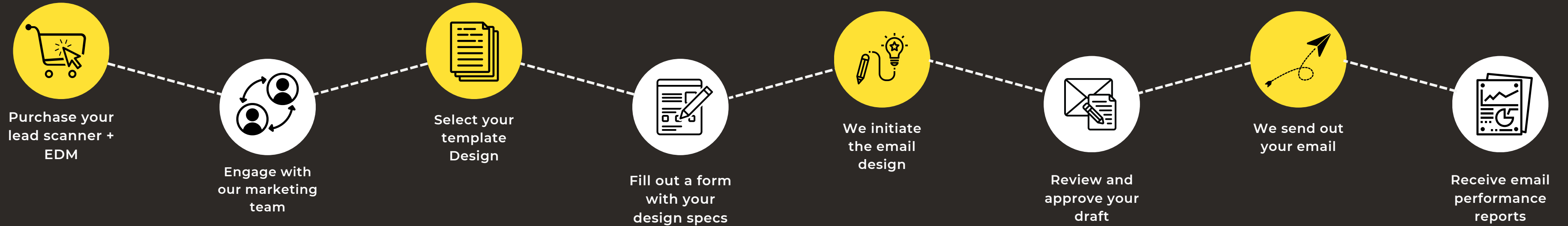
Run your own campaigns by signing up to a **free account** on our email marketing platform or entrust us to manage everything for you.



## SUPPORT BEYOND MEASURE

Benefit from dedicated support and industry expertise for every event.

# THE CREATIVE JOURNEY



## Purchase

Finalize your purchase of the Lüp Lead Scanner & EDM through our online shop

## Engage

After your purchase, our marketing team will promptly reach out to you.

## Template

We'll present you four templates to choose from, allowing you to select the one that aligns best with your brand messaging

## Form

After selecting your template, complete the associated form by providing your design specifications, publish date/time messaging, and other details.

## Design

After receiving your form submission, we'll promptly begin crafting your email

## Review

After our marketing team completes your email, anticipate receiving a test email as your initial draft for your review.

## Send

After finalizing the email design to your satisfaction, we'll proceed to schedule its delivery to your captured leads.

## Reports

Six days post-send, anticipate receiving an email with detailed reports showcasing the success metrics of your email campaign

# EMAIL CAMPAIGN GUIDELINES AND BEST PRACTICES



## **Revision Limit**

Your email marketing package includes up to x3 revisions for each email campaign. Any additional revisions beyond this limit will incur a \$50 fee per extra review.

## **Failure to submit form or provide us your design specs**

To ensure the seamless preparation of your event materials, it is crucial to submit your design specs and imagery through the designated form by the deadline of 1 week before the commencement of the event (if applicable). Failure to do so may result in limited customization and a potential delay in material production, potentially impacting leading to missed opportunities for effective brand recognition, reduced engagement, and limited visibility among potential clients or customer. We highly encourage timely submission to guarantee the highest quality representation of your brand.

## **Additions**

Should you require any additions or substantial changes to the email content or design beyond the initial scope, they will be subject to a separate fee. We will provide a quote for approval before proceeding with any additional work.

## **Content Approval**

We require your approval on all email content before sending it to your subscribers. This ensures that the content aligns with your brand voice and marketing objectives.

## **Opt-Out Handling**

We will include an unsubscribe link in all emails to comply with anti-spam regulations.

# EMAIL CAMPAIGN GUIDELINES AND BEST PRACTICES - CONTINUED



## Data Privacy

We will take all necessary measures to protect your subscriber data and ensure data security in accordance with industry standards.  
Reporting and Analytics

Detailed reports on email performance, open rates, click-through rates, and other relevant metrics will be provided 6 days after the initial email was sent. If you wish to receive further ongoing reporting please let us know.

## Email Scheduling

For email campaigns in which send-out times have not been specified, Lup's team will expertly organize and schedule the delivery to maximize open and engagement rates. Our strategy considers the best times to reach your target audience, ensuring your emails make a powerful impact.



# FAQ'S

## WHAT IS POST EVENT MARKETING?

Post event marketing is a short window of opportunity whereby you can connect with your target audience by promoting your product or service. The best and most accurate way of achieving this is using the digital marketing channel.

Digital marketing is a cost effective way to engage with your audience. There are several ways in which we can help you boost sales which we'll explain below!

## WHY DO YOU NEED A MARKETING CAMPAIGN?

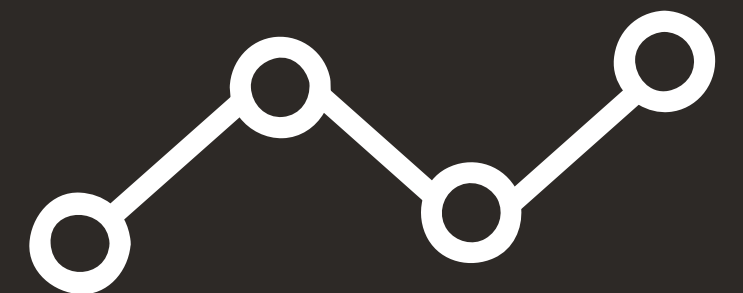
The data you gather from an expo can be hugely valuable towards increasing your sales and attracting a loyal consumer base. Email addresses, demographic info and post codes - all of these can be used to formulate a strategic digital marketing campaign.

If you don't use all that amazing data properly you could be missing out on sales, hindering your business growth and letting your competitors gain the upper hand!

## LET US MAKE YOUR DATA WORK FOR YOU!

Assigning your post event marketing campaigns to Lüp means you can continue running your business (after all it's what you do best!) whilst our professional digital marketers swiftly design, implement and manage your marketing activities. Other reasons to let us take care of your marketing;

- ⚙ Saves you time
- ⚙ Experienced and transparent team of digital marketing professionals
- ⚙ Cost effective strategies to suit your budget
- ⚙ Agile campaigns that seek results
- ⚙ Quickly engages with your audience before they forget about you!



# INTERESTED IN UNVEILING THE BENEFITS OF THESE EMAILS?

- ⚙️ Very cost effective
- ⚙️ Brilliant Return on Investment (ROI)
- ⚙️ Easy to track and measure results
- ⚙️ Drive traffic to your website
- ⚙️ Grow and sustain loyal consumer base
- ⚙️ Effective way to build and maintain brand awareness with your audience
- ⚙️ Highlight promotions and deals
- ⚙️ Alert new and existing customers to your brand



**Need help or have a question?**



Contact Marketing

Marketing@lup.events

+61 403276949

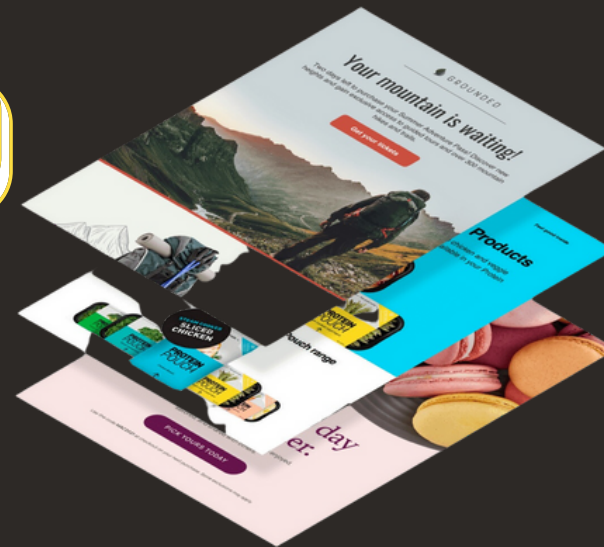
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