



Client Impressions...makes it personal! 1:1 Personalized Event Marketing Solutions

Exceptional ROI

Client Success

Vericon Resources, Inc.

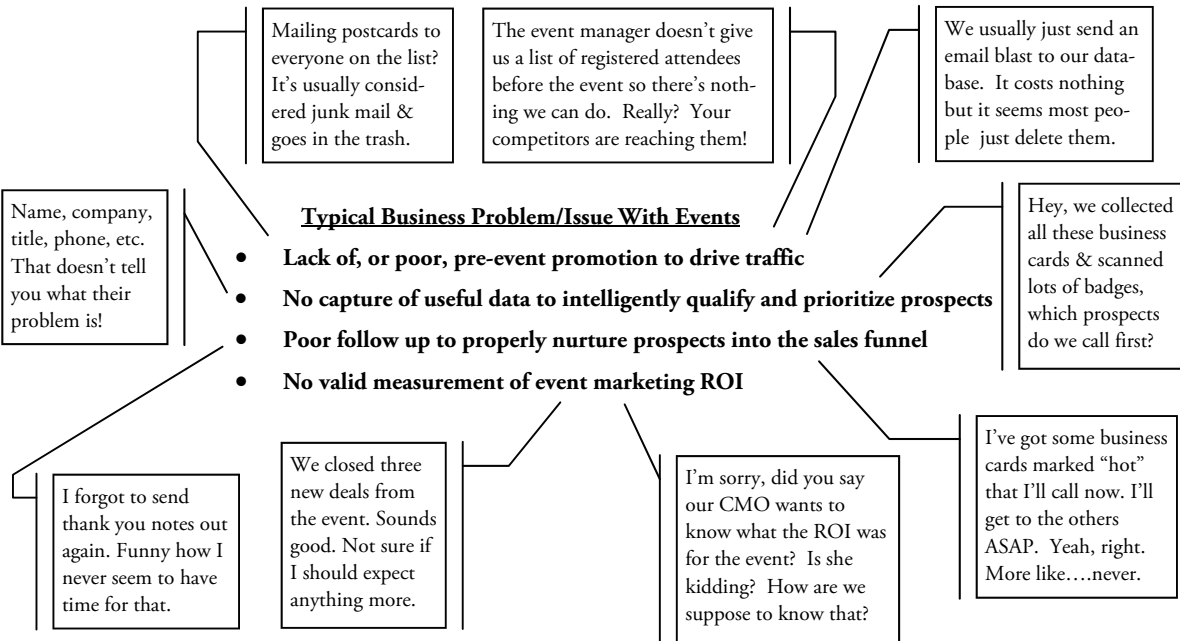
- **366% ROI**
- Exhibitor at Atlanta event
- 938 attendees
- 99 highly qualified prospects
- Quality data intelligence captured on 140 prospects

Event Marketing Solutions

Client Impressions provides unique marketing solutions for businesses that exhibit at events as part of their strategy for demand generation. Using 1:1 cross-media marketing tactics that focus on personalization and the intelligent and creative combination of direct mail, email, the web, social media, and mobile messaging. When the right strategy, database, message, tactics, people, and incentives are in place, a personalized approach sets you apart from your competitors and gets you the quality traffic and results you expect. Best of all, a detailed ROI is prepared so that your marketing dollars are measured and tracked.

Services Available

- Strategy & Planning
- Budget & ROI Creation
- Complete Database Work
- Messaging & Copywriting
- Print Fulfillment & Email
- Event Specific Landing Pages
- Mobile Messaging
- Social Media Integration
- Promotional Products
- Post Event Follow Up
- Reporting & Data Analysis



Client Impressions Solution

DEVELOP ➡ budget, strategy, tactics, detailed ROI

CREATE ➡ messaging, incentives, copy, presentations, follow up

DATABASE ➡ clean, append, segment, update, analyze, report

EXECUTE ➡ create, write, print, send, process, attend, evaluate

DELIVER ➡ measurable ROI, qualified prospects, actionable intelligence, real pipeline

Too often, pre-event promotional marketing is limited to an ineffective email blast, unoriginal post cards, or simply nothing at all (frequently called a strategy of "hope"). It does not get better at the event either: Boring incentives or promotional items, a poorly attended presentation, and no plan to capture useful prospect intelligence. Sometimes the worst things happen after the event: Follow up is not done on ALL prospects, databases are not updated, and management has no way to accurately determine the ROI of the event. Most of the time all of these problems are masked by the fact that a few sales were in fact generated at the event. What is overlooked is the potential for an event to be a tremendous source of quality lead generation if done right. Are you getting the maximum return on investment at your events? How do you know for sure?

More New Clients | Better Prospect Intelligence | Exceptional Return on Investment

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