



callbox

Call-to-Invite

Planning and actually pulling off a successful event can be a bit of a challenge.

Yet, after all the preparations, there is always a potential for disaster – poor turnout. How do you get potential customers to show up and turn your tradeshow or seminar into an excellent lead generation and appointment setting opportunity? In our experience, it's knowing what motivates people and building their excitement through an effective call-to-invite campaign. We run call to invite campaigns through telemarketing, targeting participants with precision, and call to follow-up to convert leads to customers.

These are the reasons why outbound telemarketing is hands down the best tool for marketing your events:

- Phone invitation is more personal
- Outbound calling is flexible; it allows you to rework your approach during a conversation whereas email gives you only one shot at a copy
- Event telemarketing results are easy to measure

Our event telemarketing process is quite straightforward. We evaluate your requirements, set up a call-to-invite campaign, send out email invites, and follow up to confirm attendance. We make sure you get accurate turnout projections well ahead of your tradeshow, conference, seminar, or webinar so you can make necessary adjustments early on.

Then without skipping a beat, we run another follow-up campaign to thank visitors on your behalf, receive feedback, and keep potential customers anxiously engaged as they move along the sales process. Call or email us today to get started on those invites.

Call

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SALES & MARKETING SOLUTIONS

How Our Service Works

The Callbox Process for Call to Invite Campaigns



Call
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