

Turning existing exposure into new leads

8. REFERRAL ENGINES (GUEST LEADS)

Live Capture at Event

QR code

- Attendant offers the QR code
- Guest fill out name, phone, email and notes
- Instantly receive \$100 gift card

Post Event Follow Up

Collect Emails
& Phone Numbers

- Thank you follow up message
- Brief reminder of offer
- \$100 gift card incentive
- Encourage sharing post event

Past-Event
Audience Leverage

Leveraging Galleries,
Recap Posts, Albums,
and Tagged Content

- Event photos shared publicly
- Galleries reposted by hosts
- Tagged posts, albums, recaps
- School, church, nonprofit audiences seeing your work

Outcome: Warm leads generated from people who experienced the product firsthand.