

Turning cold leads into future bookings.

9. LEAD NURTURE & REMARKETING

Segment A

Cold &
inactive leads

- Website inquiries
- Proactive outreach
- Event organizers
- Industry Contacts

Email them, text them, keep contact until they ask you to stop.

Note: Segments A & B will have a different communication language

Segment B

Guest leads

(Events attendees)

- QR capture at events
- Digital sharing
- Post event follow-up

Outcome: Cold and inactive leads converted over time through consistent visibility.