STEP 1. LEAD GENERATION

INBOUND

People already looking for a photo booth

1. DEMAND CAPTURE

This is **earning** attention.

Google Search
- Website
- SEO
- Local intent

This is **buying** attention.

Google Ads
- Landing page

Type B: Social Media Ads
- Specific CTA

Third party listings

Platform Native Marketplaces
- Wedding platforms
- Venue preferred vendor lists
- Event directories
- Community calendars

Outcome:
Inbound leads who are actively searching and ready to book

People not searching yet

2. DEMAND CREATION

The asset you publish

Content
- Photos | Videos | Reels | Carousels | Stories | Testimonials | Case studies

Distribution channel

Social Media
- Instagram | Facebook | TikTok | YouTube

Consistently distributed content =

Authority Building
- Recognition | Trust | Preference
- Type A: Social Media Ads
  - Specific CTA

Outcome:
Recognition, authority, and preference before a lead is searching.

OPERATING RULES

- **Paid vs organic strategy**
  - When to pay vs when to use systems
- **Budget logic**
  - How much we are willing to spend to acquire a lead
- **ROI mindset**
  - What "good performance" actually means

OUTBOUND

3. PROACTIVE OUTREACH

Event Outreach and Prospecting

- **Event Research** → Recruiting events: Seasonal events | Festivals | Conferences | Corporate events | Nonprofit events
- **Contact Discovery** → Organizer name | Phone | Email | Website | Social media
- **Outreach Execution**
  - Email & phone outreach
  - **Online** → Initial contact offering services:
    - Clear value pitch
    - Follow up system
  - **Offline** → Targeted direct mail outreach:
    - Schools:
      - PTA leaders
      - Prom committee
      - College groups
    - Churches:
      - Children director
      - Youth department
      - Outreach

Results
- Immediate booking
- Feture booking opprtunity
- Long term prospect added to the database

- Follow-up timing for next year
- Gift cards as goodwill
- Ongoing promotional emails

Key point:
You are not pitching aggressively.
You are positioning yourself as a professional peer.

Industry Partner Outreach

- **Action** →
  - Researching event industry professionals in your market
  - Proactively introducing yourself
  - Opening the door for future collaboration
- **Target** →
  - Event planners
  - Venues
  - DJs
  - Caters
- **Intent** →
  - Introduce yourself
  - Acknowledge their work
  - Explain your services
  - Express interest in future collaboration
  - Signal reciprocity and learning

Outcome:
Immediate bookings, future booking opportunities, and long-term prospects added to the database.

COMPOUNDERS

Third-part distribution

4. STRATEGIC PARTNERSHIPS & CO-SELLING

White label Partnership
Partner sells. You fulfill.

- **Partners** →
  - DJs
  - Event planners
  - Venues
- **Fulfillment Models** →
  - Equipment rental
  - Fixed price fulfillment
  - Full service execution
- **Outcome** →
  - Volume
  - Predictable Revenue

Co-Selling Relationships
Shared visibility. Shared trust

- **Partners** →
  - DJs
  - Event planners
  - Venues
- **Sales Motion** →
  - Included in proposals
  - Introduce to client
  - Join close
- **Outcome** →
  - Higher close rates
  - Increased value

Outcome:
Shared trust, increased deal flow, and distribution without ad spend.

Building relationships that bring leads

5. INDUSTRY NETWORKING & RECIPROCITY

- **Vendor Referrals** → Ask clients what they need → Make helpful introductions
- **Goodwill Building** → Help others first and give without expectations → Make others
- **Long Term Trust** → You refer them and they will remember you → The will refer you

The vendor who gives first gets remembered first

Outcome:
Referral momentum and long-term goodwill inside the event industry.

Turning good experiences into lasting relationships

6. GRATITUDE & RELATIONSHIP REINFORCEMENT

- **Gratitude Cards**
  - Thank you cards →
    - Sincere notes to all vendors
    - Shows appreciation
  - Personalized notes →
    - For coordinators and managers
    - Tailored messages
- **Appreciation Gifts**
  - Candy bars for vendors →
    - Sincere notes to all vendors
    - Shows appreciation
  - Gift cards for partners →
    - For coordinators and managers
    - Tailored messages
- **Thank you Message** →
  - Email, DM, or mailed letter
  - Sample thank you to owners
  - Recognize their contribution

Gratitude turns one-time encounters into long-term relationships

Outcome:
One-time interactions turned into repeat relationships.

Rebooking is the cheapest lead you will ever get.

7. REBOOKING & CLIENT REACTIVATION

$100 Gift Card Incentive
- Encourage rebooking for future events
- Gift card can also be passed along

→ Most stay in contact

Outcome: High-ROI bookings from existing relationships.

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.

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.

Turning cold leads into future bookings.

10. PHYSICAL BRAND VISIBILITY

- **Passive Visibility** (Optional) →
  - Logo on photo booth
  - Branding on screens
  - Watermarks on photos
- **Passive Activation Points** →
  - QR code frame at booth
  - Business cards available
  - Optional incentive callout

Outcome: Increased familiarity and recall that amplifies all other lead systems.