

Article I **Events as a Lead Nurturing Exercise**

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An event is not a moment in time measured in WOW. An event is a crafted exercise in lead nurturing measured in Readiness to Purchase.

The word 'Event' is entrenched within our vocabulary as a word to describe an activity or a single performance.....

..... at a time, on a date, at a venue, to an audience.

How 90's is this!!

An event should be a continuous customer interaction that starts with the promise and results in sale. An opportunity to use multiple media for lead nurturing, rather than to rely on the wow associated with the final phase of delivery.

Why then is the spend on experiential marketing activities traditionally skewed toward physical delivery rather than the more strategic activity of creating anticipation that results in attendance? After all, the 'promise' has been at the core of advertising since advertising begun. So why is it different with experiential marketing?

The smart marketer knows that the new gods are understanding the customer on an individual basis; combining the reach of the virtual world with the look-them-in-the-eye opportunity of the real world. Sure nothing beats the feeling of being there, but the continuous process that gets the right pairs of eyes to meet on the night has to be the new value leader.

Is this the new wave? Well then, into who's budget does this 'new wave event' fall? Marketing or CRM?

The responsibility is split where marketing has the overall responsibility for creating the demand but the database and lead nurturing falls within the preserve of CRM.

Marketing has the lion's share of the budget and is likely to hang on to it as the creation and delivery of the final phase are expensive. And the delivery is just plain exciting and is one of the reasons you are in marketing.

The big bosses and other stakeholders, who hitherto have been impressed by the hype, are now asking value based questions like: "Am I speaking to the right people?" CRM is going to require increased budget to answer these questions with confidence.

The value in viewing an event as a lead nurturing activity is plain but is the shift in mindset too radical for corporates to grasp?

That is the interesting question.

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