

STRATEGIC FOLLOW-UP: KEEP THE CONVERSATION GOING

After the event, your follow-up is critical to maintaining the momentum of the connection you've started. Here's how to stand out:

- **Personalized Follow-Up:** Send tailored, thoughtful follow-up emails that recap your conversation, provide additional insights, and keep the lines of communication open. Avoid generic messages—show that you truly listened and are invested in solving their specific challenges.
- **Be Ready to Answer Inquiries:** Be prepared to respond to any questions that arise after the event with insightful, value-driven responses. This is your chance to position yourself as a trusted advisor.

TOP 3 EVENT FOLLOW-UP MISTAKES (AND WHAT TO DO INSTEAD)

1. DON'T pitch your product in the first sentence. DO make your follow-up specific to something you discussed at the event.
2. DON'T add every attendee to your CRM or email list right away. DO focus on engaging qualified leads and invite them to opt in—this leads to better connections and stronger results.
3. DON'T send multiple follow-up emails back to back right after the event. DO politely spread out your follow-up, e.g. send one email within 3 days of the event and then another one to two weeks later.

Contact Us

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