

Access B2B

Tradeshows and Conferences are gone. What now?

CANCELLED

Across the U.S. and worldwide, countless tradeshows and conferences have been **cancelled** amid the Coronavirus pandemic. What's next for the companies that rely on conferences to generate new business opportunities?

40+ Tech conferences have been cancelled

\$2.5 Trillion Industry

Major Cancellations

- SXSW
- Game Developers Conference
- Google I/O
- F5 Agility
- Facebook Global Developer
- CERWeek

Every market sector is impacted by these cancellations, a huge stumbling block for firms' ability to **generate leads** and ultimately **drive revenue** for their businesses.

2018

Marketing Budgets Spent on Event Marketing (Worldwide)

23%

spent up to **20%** of their budget

20%

spent up to **50%** of their budget

According to *Gartner's 2019 Tech Marketing Benchmarks Survey*, companies rely on these events for driving a very large part of their **best-performing, marketing-qualified leads**.

Economic Impact As of March

\$1.1 billion

Retaining high performers will be critical in the latter half of 2020. Hiring and retraining costs are high, not to mention lost productivity in 2021.

As a business leader, what impact will this have on your **best performing producers and emerging sellers**?

Another Way: Data, Ideal Customer Profiles and Multichannel Marketing

- Use a data-driven approach to identify **conference attendees and exhibitors**

- Identify event attendees and exhibitors listed on the event website
- Match the level of information to a database that contains

- Leverage an Ideal Customer Profile & Buyer Personas

- No attendee or exhibitor lists? create an **ideal customer profile**:
 - Example: VP of Digital Marketing, Technology Companies, Revenue > \$100 Million, # of Employees > 250, and use Adobe, Salesforce, MS Dynamics

- Multi-faceted approach to generate leads
 - Deploy **email marketing**
 - Complement email campaigns with **display and social advertising**
 - Arm your SDRs with the **selected audiences** for highly targeted email campaigns, LinkedIn messaging and telemarketing

We have data in our DNA.

We started off with a simple mission—deliver Stirista's renowned identity-driven data and marketing solutions to the B2B world. As B2B marketers ourselves, we knew that a one-size-fits-all solutions from the B2C world would never work, so we started Access B2B under the Stirista umbrella. We built the data, platforms, and campaign solutions from the ground up to serve the specific challenges B2B sales and marketing teams face every day.

Our suite of offerings will help you solve our toughest data and campaign-execution challenges, and best of all, help your sales and marketing teams work more seamlessly than even in the process.

Reach new leads today



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