

# Event Marketing

## Connecting With Sales

You are doing all the right things, but maybe you are not being appreciated by Sales. Consider if you have enough going on in the field to engage Sales in a direct and physical way. Events can be instrumental in building a concrete sense of value for marketing in the eyes of Sales, and in giving Sales a stake in the marketing process.

## Get It Right The First Time

You only have one chance to make a great impression with your customers and prospects; and you need to have a solid program to recruit your audience. Xactlyit has the experience you can lean on to build successful in-field events and drive a qualified audience.

Look to Xactlyit for assistance in putting together the event marketing machinery you need to grow your business



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*At some point you have to translate all the good things you are doing into a process that engages your audience. Maybe it's time to activate your customers, prospects, alliance partners, and give the sales organization a chance to do their thing.*

## Getting Personal

Events are a critical way to engage your audience in a way that permits the development of personal relationships – so essential to the sales process. Further, it is a way of filtering the serious prospects from the casual “tire kickers.” Xactlyit staff have years of experience running sales/marketing events.

Our process includes:

- Definition of objectives to set the context for the event – which drives event theme, content, location, speaker selection and roles of the company attendees.
- Assistance with venue scouting and on-the-ground venue management. (Optional)
- An Integrated approach to audience recruitment leveraging our proprietary IT prospect database, email/direct mail, web, and telemarketing.

## Full-Service or a la Carte'

You can leverage our services on a full-service or a la carte' basis. We offer:

- Venue Scouting
- Event Design and Management
- Invitation Design
- Registration Site Setup
- Use of our Robust Prospect Database
- eBlasts of the Invitation
- Telemarketing for Prospect Audience Acquisition

Plus we can assist with your online events (webinars) in addition to your live events. Our venue sweet-spot for live events include restaurant, steak-house, sporting event, museum event, etc. targeting 20 to 30 attendees.

## Sample Event Invitations

Click [here for a view of some of our event invitations.](#)