

5 Tips For Increasing Seminar Conversion Rates





1. Utilize Omni-Channel Marketing

Campaigns that utilize all marketing channels on average receive 20% more conversions and have a 30% higher conversion to attendance rate. This is because the channels act as multiple touchpoints and reminders for prospects. If your attendance rate is poor the number of conversions on a campaign will not translate into client growth.



2. Target The Correct Prospects

Our software Prospectix allows you to target your ideal clients. Prospectix identifies your qualified individual audience members as they engage with you and others. Our consumer database then enables you to better target and manage your qualified prospect universe. This is essential to ensuring that you don't waste your time and resources on the wrong prospects.



3. Deliver A Relevant Presentation

Now that you have gathered the right people to attend your event, it is time to impress them. You have the experience and knowledge to improve their lives, but they don't know that yet. During your presentation, it's essential to not only answer the questions being asked but also answer questions that they didn't know they even had. Throughout your years of experience, similar questions have come up time and time again. Try to answer those questions during your presentation.

4. Stay Persistent

After the event, it is crucial to follow up with all the attendees. Some attendees won't make an appointment with you at the event, but that doesn't mean they aren't interested. Following up with prospects is a great way to confirm appointments, answer questions, and schedule meetings.

5. Consistency Is Key

One event won't fill your pipeline for the rest of your career. It is important to stay consistent and relevant with the prospects in your area. Perhaps a potential client was out of the state during your last event but would be interested in attending one at a later date. Having multiple events throughout the year keeps the flow of your pipeline. It also prevents you from having to scramble at the end of the year to gain more clients.



Get in Touch

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