

Our services

# How to escalate lead generation with hybrid events



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# Virtual events are a powerful tool to generate leads



Did you know that event marketing is **three times more effective than paid media campaigns** for lead generation?



Virtual and hybrid events are here to stay – and they can be even **more effective than in-person events** in generating leads.



In a recent survey by Marketing Charts, B2B companies suggested that **events brought in more leads than any other strategy.**



Virtual and hybrid events have become the norm in 2021 and have proven to be successful in generating leads, with **72% of event managers planning to continue virtual events in the future.**

# Reach a wider audience



Virtual events have allowed us to live in a world where geographical restraints don't matter! Companies can target bigger and more diverse audiences from all across the world, which naturally results in a larger pool of lead prospects.

How do they  
generate leads?

# Shortened sales cycle



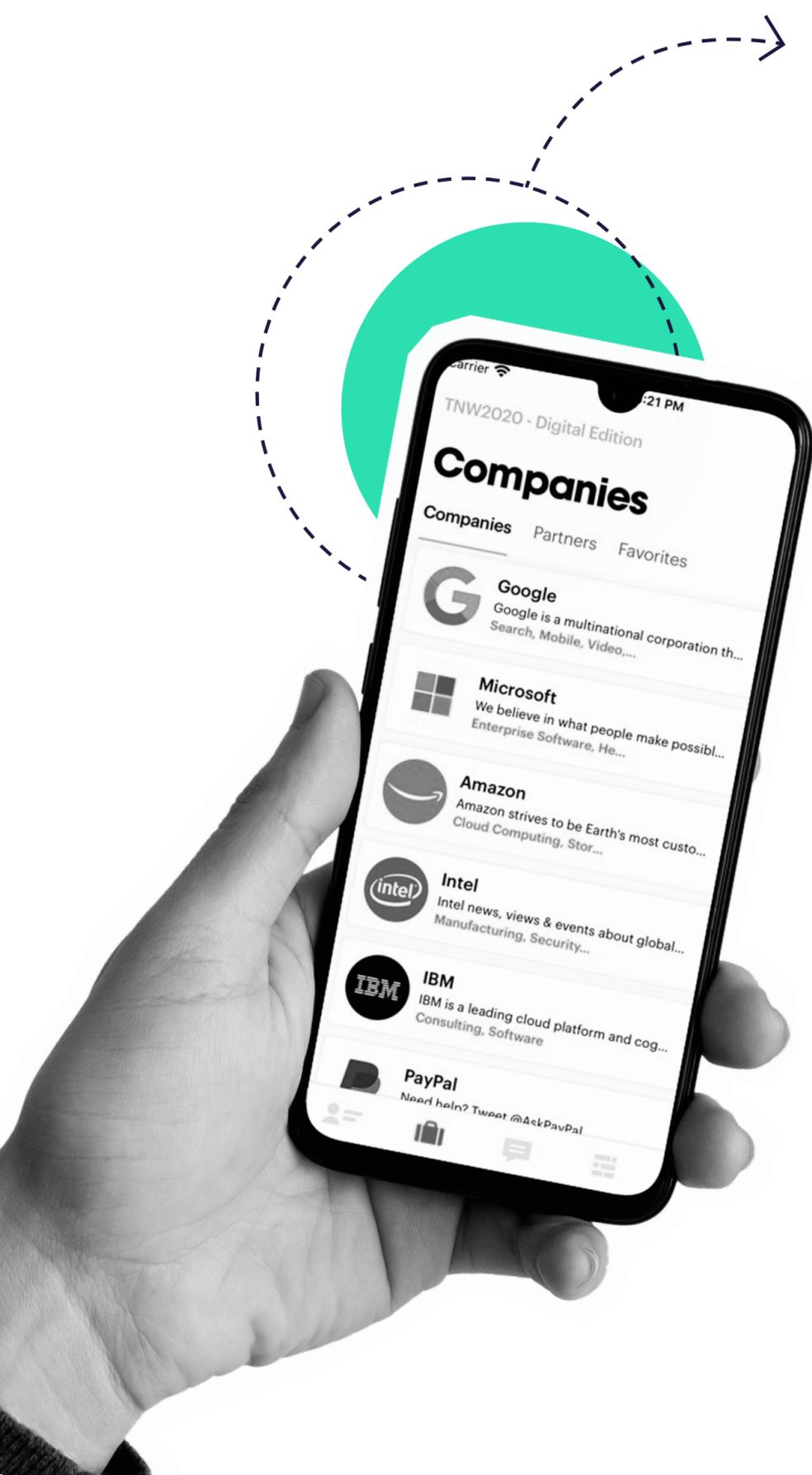
The sales cycle for lead generation can take several weeks when hosting an in-person event. However, virtual events allow you to showcase your product, provide demonstrations and allow negotiations to take place instantly and in the same platform. The fast-paced sales cycle reduces event costs and makes your service or product more attractive to a potential lead.

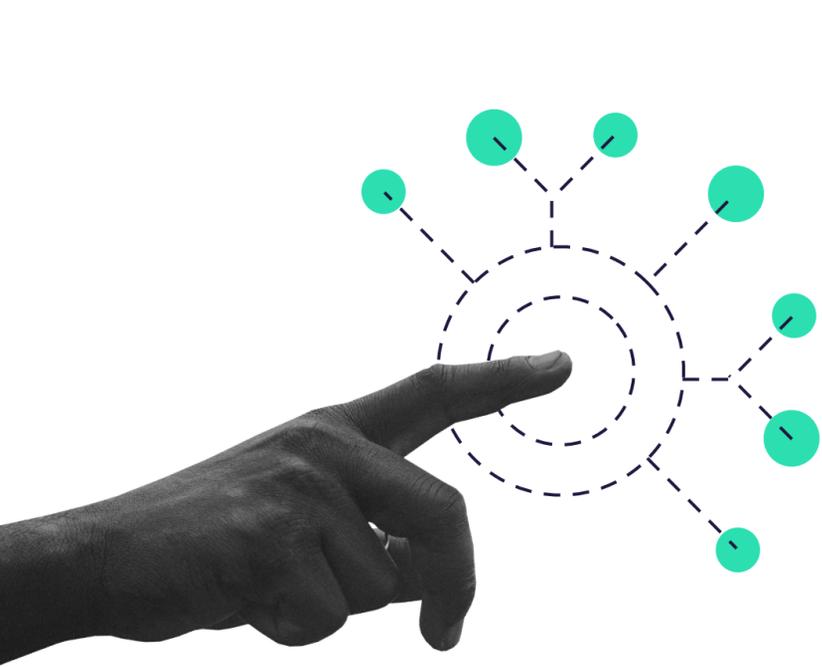




# Data to generate leads

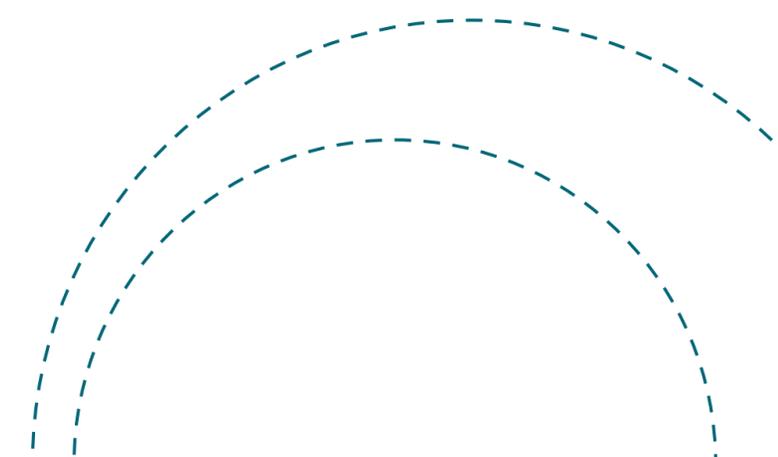
Having information on key demographics, online behaviors and interactions is essential when it comes to lead generation. Virtual events give you key insights that can be used to evaluate the quality of your leads, see what attracts them and build more targeted campaigns.





# Delivers information through **interactive content**

Virtual events allow for a wide range of interactions with potential leads, including live Q&A sessions, broadcasting web content, instant chats and webinars to target specific questions. These are also opportunities to provide free e-books, PDF's and coupons to warm up your leads and make your offerings more attractive.





# There is **no end date** to your event

Another key benefit of having your event online is that you can continue to offer recorded content sign-ups long after your event was first aired. Convert your virtual event into gated content, and boost the number of leads all year long by keeping it online.

# Curious to know more about our **event marketing services?**

Then complete this form or feel free to contact our expert Laura directly for more specific questions and insights.



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