

PLAY #22:

POST-EVENT MULTICHANNEL FOLLOW-UP

Reactive | Mid-to-bottom funnel | Relationship-led

This play is designed for post-event momentum. Whether it was a trade show, executive dinner, or private roundtable, you’ve earned attention. Now the goal is to operationalize that goodwill and convert it into pipeline. The key: personalized, multi-threaded outreach that hits quickly, feels tailored, and makes it easy for the buyer to re-engage.

Instead of a one-off thank-you, you’re delivering a surround-sound experience—across email, direct mail, digital, and exec channels.

What it looks like in action

Tactic	Description
Map attendees by tier and interest	Use Tofu, Mutiny, or Clay to enrich attendee data. Tofu auto-matches leads to CRM records, assigns buying roles, and tags interest themes from badge scans, sessions, or notes, so follow-up is prioritized and personalized.
Deploy a personalized recap hub	Use Tofu or Webflow to launch a microsite tailored to each attendee. Tofu dynamically serves content—like photos, a thank-you video, and CTAs—based on persona and engagement, with CRM-linked visitor tracking.
Send a personalized “Event Replay Kit”	Drop a curated bundle: short session recaps, a forwardable 1-pager, a relevant case study, and a CTA tailored to their role.
Coordinate AE + exec follow-up	Have both a rep and senior leader reach out separately—one to continue the conversation, the other to signal priority. Keep the message aligned but distinct.
Spin up retargeting ads	Run LinkedIn or display ads targeting event attendees, using first-party data from your registration list. Focus on value props surfaced during the event.
Drop a small, context-aware gift	Send a thank-you package that ties back to a moment at the event. Use Reachdesk or Sendoso to fulfill; bonus points for personal notes from the team.

WHY IT WORKS:

Trust was built in person... but trust alone doesn't convert. This play works because it extends the in-person connection into a personalized, digital experience. Instead of generic outreach, the buyer gets something that reflects what they actually cared about at the event: who they talked to, what they asked, or what caught their attention.

EXPANSION PLAYS: POST-SALE GROWTH

For customer marketing, CS, and product-led growth

Landing the deal isn't the finish line (in fact, it's arguably the starting point).

The following plays are all about unlocking revenue from the customers you've already earned. They help you spot upsell signals, surface new needs, and expand into adjacent teams with campaigns rooted in real usage, not cold outreach.

With the right triggers, AI can detect who's ready, for what, and why. From there, your team can move fast, with timely campaigns, targeted messaging, and clear paths to deeper value.