

5. Post-Event Follow Up

To-Do

Keep the conversation going with post-event nurture flow. This will be key to growing your business and driving results from your events.

Within 48 Hours

Send a thank you email with a special offer or downloadable takeaway. You could even share photos or videos of the event and a link to a brief survey. A survey allows your attendees to tell you what worked and what could be improved to ensure an even better experience at your next event.

3 Days After the Thank You Email

Remind them that you're a great resource and that you're here to help. Provide details for your most popular services and the benefits of choosing you. Featuring a client testimonial doesn't hurt either.

1 Week After the Thank You Email

Send an email with a call to action that relates back to your goal. For example, your email could include:

- An ask for the sale with a link to a service you offer
- A link to schedule an appointment
- A link to buy a product.

If you plan to conduct events regularly, you can save yourself time by setting up an autoresponder series to deliver these emails automatically after your events.