

Tradeshow Exhibitors When Following Up With Leads
Remember: AIDA: Attention-Interest-Desire-Action

Attention

Interest

Decision

Action

- 1. Attention: Do I have your attention?" Unexpected content, surprise, delight. Use humor, even shock value. Try: create a whitepaper or funny video related to your industry that prospects can identify with.**
- 2. Interest: "Are you interested? I know you are!" Targeted message with identified solution to need. Promise to make life easier.**
- 3. Decision: Have you made your decision?" Extra incentives: Coupon, special offer, customer's need standout amongst competitors. Demo, show proof. Try: use case studies**
- 4. Action: Purchase, order, signed proposals.**