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LEAD GENERATION 101: **GUIDE FOR REAL ESTATE SECTOR TRADE SHOWS**



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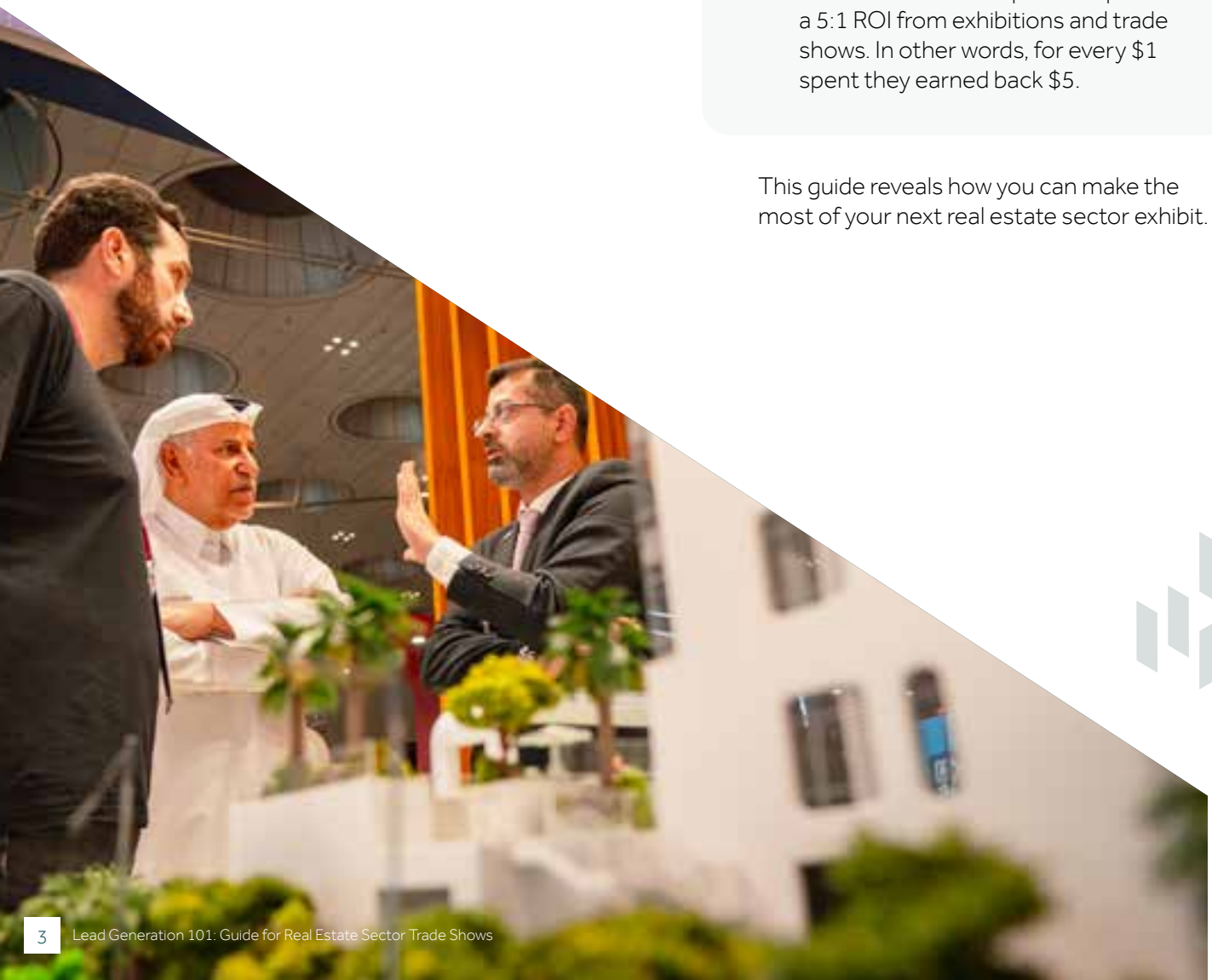
INTRODUCTION

In today's highly interconnected world, the digital landscape might suggest that trade shows are outdated, a business approach that modern enterprises can overlook. However, this perception is far from accurate. In reality, industry exhibitions remain a powerful strategy for boosting lead generation and seizing unique business opportunities.

The face-to-face interactions that these platforms offer provide a critical business advantage.

- According to **statistics**, 51% of trade show attendees on average request sales representatives to visit their company after the show, bringing down the cost of face-to-face customer meetings from \$259 to \$142.
- Trade shows also enable companies to connect with the leaders of their industries and learn first-hand what is working and what needs to improve.
- Exhibitions provide a distinct opportunity to reduce the redundancies and inefficiencies that naturally creep into cold targeting.
- Approximately **92% of tradeshow** attendees want to know what's new in products and services.
- The right trade shows can generate one of the highest ROIs for a business. **14% of Fortune 500** companies reported a 5:1 ROI from exhibitions and trade shows. In other words, for every \$1 spent they earned back \$5.

This guide reveals how you can make the most of your next real estate sector exhibit.



DIRECT ACCESS TO QUALIFIED LEADS

Targeted Audience Reach

One standout feature of real estate sector exhibitions - and just about any industry-leading trade show - is the focused audience they draw, giving businesses an unparalleled opportunity to get in front of their markets. Unlike traditional marketing avenues, these exhibitions act as magnets for a specific type of audience.

Therefore, exhibitors can expect;



Leads that are not just plentiful but also qualitatively superior.



Leads that are more aligned with the solutions a business uniquely provides.



Industry-specific trade show attendees come with a heightened level of curiosity and relevance to the industry.



On average, **82% of the exhibition attendees** have buying authority while 79% believe exhibitions help them decide what to purchase.

Live Demonstrations and Immediate Feedback

For exhibitors, real estate trade shows provide an unparalleled opportunity for live product demonstrations or simulations. This inevitably leads to discussions with potential customers and gets companies immediate and direct feedback about their products and services.

Most importantly, it gives companies a chance to understand their markets better including;



Their buyers



The problems they face and



The areas require more work to bring the product in alignment with the needs of the customers.

Exhibiting at an real estate sector trade show aims to create a customer-focused experience. Attendees' familiarity with products varies, from unaware to ready to buy. Companies should tailor communication accordingly. Trade shows offer a valuable learning opportunity for businesses to engage with customers, listening rather than solely pitching.





CHAPTER 2

NETWORKING FOR LEAD NURTURING

Valuable Connections Beyond the Booth

One of the key reasons why exhibitions continue to hold such sway is the opportunity they provide for generating and nurturing leads. These trade shows also typically host a wide range of networking events and receptions that enable businesses to meet potential leads in a more informal setting. This provides a great opportunity to foster relationships that can result in partnerships and closed deals and can be nurtured post-event.

The best way to make the most of an real estate sector exhibition is to;



Engage in more meaningful conversations by prioritising customer engagement.



Actively networking during events, and



Listening to consumer needs and concerns.



Gathering feedback to understand market perception about your company's projects.

STRATEGIC ENGAGEMENT AND COMPETITIVE INSIGHT

Competitive Edge

Real estate trade shows allow exhibitors to get a wider view of the industry, understand what differentiates key players from the rest, and also where a product or service can be improved.

This knowledge enables companies to create or maintain a competitive advantage. It's a great opportunity to see rivals up and close while playing in the same arena as larger industry players.

They also present a level playing field where a smaller company has access to the same receptive client base as a larger one.

Market Intelligence

Real estate sector exhibitions provide unparalleled opportunities to garner market intelligence. Rather than pushing sales, savvy representatives see trade shows as opportunities to reconnect with existing clients and evaluate potential leads. What works best is listening keenly to the queries, concerns, and needs of the market. The strategic shift from selling on the spot to understanding the market is what pays off in deeper market intelligence.

Most products are conceived behind office doors. Many of these creations are reflections of what teams think customers want and often miss the mark somewhat - whether it's positioning or features. Exhibitions provide a unique vantage point to bridge this gap.

Real estate sector exhibitions can help companies;

- Get firsthand insights into the market's current state.
- Unravel the real needs and preferences of consumers that might have been overlooked when building a product/ service.
- Gain insights into the strategies of their rivals to fine-tune their lead-targeting approach and refine their value proposition.



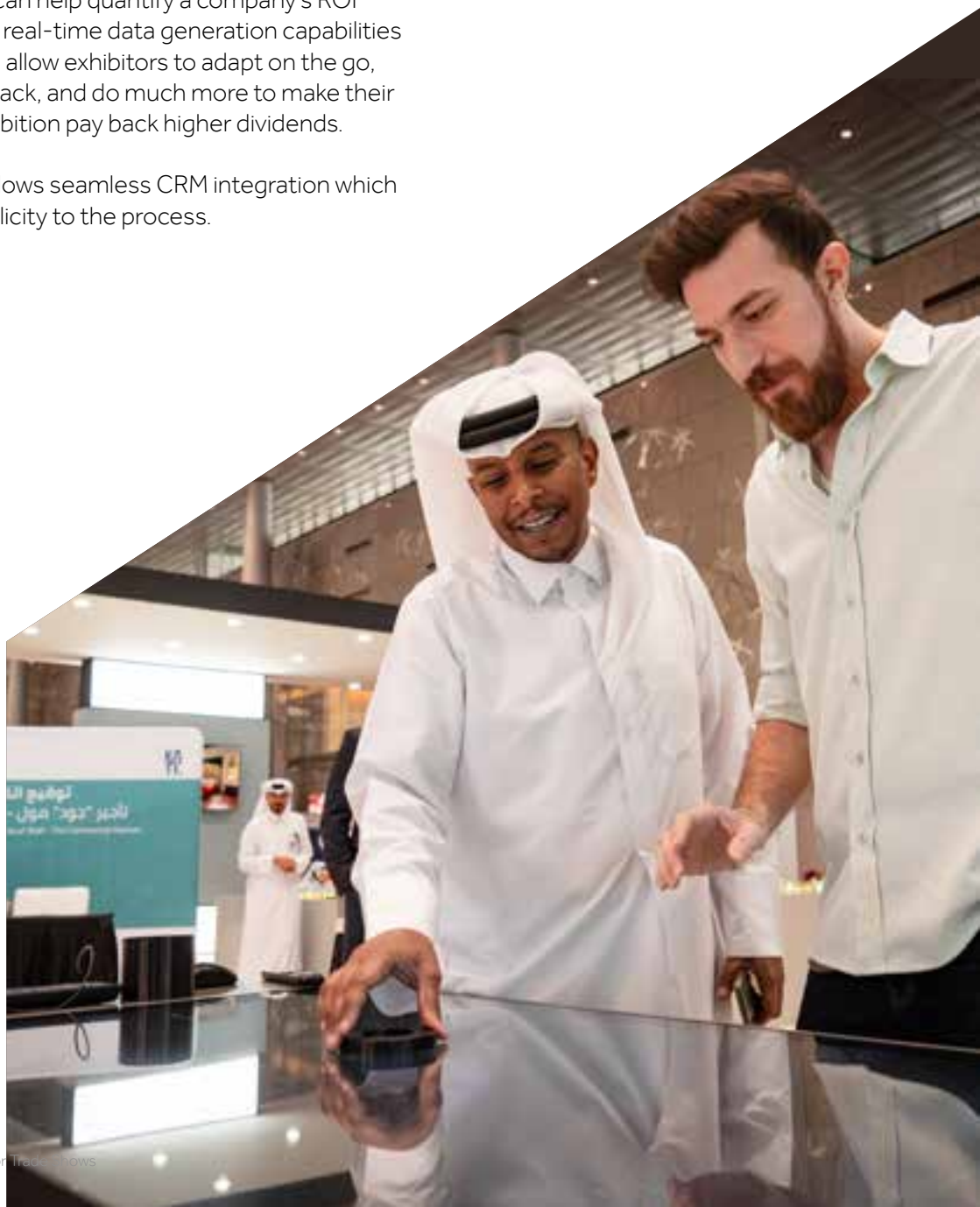
LEVERAGING DIGITAL TOOLS FOR LEAD CAPTURE

Digital Integration for Lead Tracking

The time of paper sign-ups and exchanging business cards is nearing its end. Technology has created new ways to enhance the attendee experience while simplifying lead capture and retrieval for all kinds of businesses. With the former, exhibitors need to manually sift through leads for follow-ups after an event is over. It can be a tedious and inefficient way to organise information and increases the risk of faulty information making its way into the system.

Enter event lead capture apps. They enable instant data capture and processing, ensuring that companies are quick to begin their follow-ups with potential customers. Moreover, these apps ensure that the captured data is accurate and can help quantify a company's ROI from an exhibition. The built-in real-time data generation capabilities and insights of these apps also allow exhibitors to adapt on the go, tweak their pitch, gather feedback, and do much more to make their time and investment at an exhibition pay back higher dividends.

Most of this technology also allows seamless CRM integration which just adds another layer of simplicity to the process.



CONTENT AND THOUGHT LEADERSHIP

Showcasing Expertise

Businesses attending trade shows should actively engage in conference sessions, workshops, or panels taking place within the exhibition to establish themselves as thought leaders. As an example, Cityscape Qatar event in Doha hosts several key conferences under topics like Investing in Qatar, Digital transformation & tech-distruption, Sustainability, and Women in Real Estate (WIRE). When businesses participate in cutting-edge industry-leading events, it gives them a platform to showcase their expertise and industry knowledge

As a result, companies can;



Attract more qualified leads



Build credibility within their sectors



Become a trusted go-to authority



Foster greater stakeholder interest and engagement.

Post-Event Content Sharing

After actively participating in conferences or workshops during trade shows, businesses should extend the reach of their valuable insights and knowledge by engaging in post-event content sharing. This involves disseminating key takeaways, noteworthy discussions, and expert perspectives on the company's official platforms and social media channels.

This strategy serves to reinforce the connection established with leads and potential customers during the event. By sharing highlights and relevant content, businesses not only stay top-of-mind but also continue to provide value to their audience. It enhances the visibility of the company as an industry authority and positions it as a go-to source for relevant and valuable information.

Through post-event content sharing, businesses not only prolong the momentum gained from the trade shows but also nurture leads by consistently delivering valuable information. This ongoing engagement contributes to the cultivation of a loyal and interested audience, fostering long-term relationships with potential clients or partners.

PLANNING FOR SUCCESS

Clear Objectives and Metrics

The time of paper sign-ups and exchanging business knowing what needs to be accomplished from a real estate sector trade show participation is critical to seeing solid results. It helps to establish specific goals (for example: generate 500+ qualified leads, book 200+ meetings, close 25 deals valued at \$, etc).

The tangible results of a well-executed real estate trade show strategy manifest in deal closures and revenue generation, marking them as key metrics.

Questions like:

- How much \$ value would need to be closed during/ after the event to justify the investment?
- What kind of customer pipeline do you expect to build through the trade show?
- How much return on investment do you expect post-event?
- How many leads entered the funnel during the trade show?

Relevant metrics may include the number of scheduled meetings during the event, new leads captured, conversion rate, purchase amount, and more.





CONCLUSION

A STRATEGIC MOVE FOR LEAD GENERATION

Real estate sector exhibitions remain a strategic cornerstone for companies seeking to accelerate lead generation. These events offer unparalleled access to a concentrated pool of qualified leads, saving valuable time and resources compared to traditional marketing methods.

Beyond sheer numbers, exhibitions;

- Facilitate in-depth product demonstrations, fostering genuine interactions and addressing specific customer concerns. This personalized approach builds trust and positions companies as industry experts, setting them apart from competitors.
- Enable companies to gain valuable competitive insights
- Observe industry trends
- And refine their strategies for maximum impact.

By capitalising on these comprehensive benefits, companies can transform real estate sector exhibitions into powerful engines for lead generation and long-term growth.

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