



All about Inbound Meetings

Challenge

Exhibitors wish to schedule a lot of meetings with qualified external event attendees. However, expecting your prospects/customers to contact your sales team to book meetings might be too optimistic. Even event managers may not know which prospects and customers might be interested in meeting an expert or executive of your company at an event.

Solution

JiffleNow's Inbound Meetings feature consists of a web page that can be hosted or inserted as an iFrame, notification engine, and configuration settings to provide advanced B2B meeting scheduling capabilities. The feature makes it easy to run pre-event digital campaigns to promote inbound meeting requests from customers and prospects.

It's a great way to schedule meetings or demos with subject matter experts, executives, and salespersons who are attending the event. The Inbound Meeting Request page is customizable, allowing you to capture the preferred date, time, topic, and the attendee's goals for the meeting.

Engagement Types

The JiffleNow Meeting Request form comes with the default option to choose from various engagement types and associated topics.

The key engagement types are:



Demos

Prospects or customers can request to see demos at a time of their liking.



General Meeting

These are meetings where company executives mingle with VIP customers.



Meet the Expert

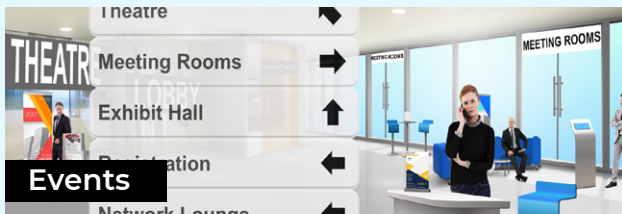
Your company can make certain experts' calendars available. Interested attendees can request a meeting with a product or service expert.

Use Cases



Leverage the inbound meetings capability to drive registrations for sessions. These could be sessions at events or sessions series that run anywhere between a few weeks to an entire year.

Include registration links to websites, emails or other marketing programs for prospects to self register. Inbound forms can also be embedded as a iFrame into landing pages and virtual event sites.



Provide URL links or embed the inbound meetings feature as an iFrame within the Virtual Event experience page. The meeting requests can be customized for different meeting types such as 'Ask for a Demo', 'Meet an Expert' or 'Sign up for a session'.



Meet the Expert (MTE) programs provide enterprise customers with the means to learn and understand details about products or services to make informed decisions throughout the year. Leverage the Inbound Meetings capability to help your customers request meetings with your experts. You can broadcast the links of this page via emails or add it as a CTA on your Contact Us page.



Customers and prospects want to quickly advance in the buying process. The B2B meetings are at the center of decision making. Inbound Meetings feature offers a call to action to book meetings from emails, banners, ads, landing pages, and websites. The links are customizable for the programs and campaigns based on topic and engagement types. This has proven to be a sure shot way to shorten the sales cycle and improve the marketing ROI from the channels.