



Xtalks B2B LIFE SCIENCE

MARKETING
INSIGHTS



What Happens Next?

5 Trade Show Lead Follow-Up Strategies for Life Science Brands

#1 Segment and Score Leads Before Leaving the Show Floor



Not all badge scans are created equal, and treating an interested potential buyer the same as a curious student destroys conversion rates.

Implement a strict tiering system (A, B, C) right at the booth while context is fresh, noting specific pain points or conversation details in your CRM immediately.

This enables your team to deploy hyper-personalized follow-ups within 24 hours to high-priority leads, rather than waiting weeks to sort through a massive, disorganized CSV file.

Pro Tip

Train your booth staff to use the notes feature on your badge scanner to capture specific triggers, like "Looking for a new toxicology vendor by Q4." This gives your sales team an immediate, contextual opening line that competitors won't have.

#2 Deploy a "Traveling Home" Out-of-Office Campaign



Most brands blast their follow-up emails on Monday morning after the show, which is exactly when your prospect's inbox is at its absolute worst.

Try sending a highly targeted, low-pressure email on the Friday afternoon of the show, or during Sunday travel hours.

Reaching them while they are sitting at airport gates or winding down from the week drastically increases your open and response rates.

Pro Tip

Train your booth staff to use the notes feature on your badge scanner to capture specific triggers, like "Looking for a new toxicology vendor by Q4." This gives your sales reps an immediate, contextual opening line that competitors won't have.

#3 Deepen the Relationship with an Expert-Led Webinar



Your prospects are now generally aware of your brand, making it the perfect time to transition them from a brief booth greeting to a deep-dive educational experience. Webinars allow you to introduce your subject matter experts, walk prospects through complex solutions, and present compelling case studies in a conversational format.

This high-touch digital touchpoint keeps your audience engaged exactly when they are actively evaluating vendors post-show, making it the perfect time to send an invite.

The Xtalks Advantage

As the industry leader in life science webinar production, our editorial, marketing, and production teams deliver seamless broadcasts targeted directly to our owned audience of decision-makers. We provide your BD teams with comprehensive lead reports filled with actionable insights to help accelerate conversions. Plus, to drive early registrations, our creative team can design and ship custom promotional flyers with registration QR codes straight to your booth.

#4 Send Engaging, High-Impact Video and Media Content



Keep the post-show conversation going by emailing prospects a professionally produced SME video interview paired with a well-crafted editorial piece.

This dynamic multimedia approach refreshes their memory, showcases your thought leadership, and showcases your brand in a highly digestible format.

Providing multi-channel touchpoints ensures your brand remains top-of-mind while your competitors are sending generic "nice to meet you" text emails.

The Xtalks Advantage

Work with our specialized life science journalists and media production team to create professional video content that truly resonates with your target audience. We amplify your reach by hosting your content on our premier community platform and broadcasting it across our trusted social and email marketing channels.

#5 Build Social Authority with Thought Leadership Assets



Before sending LinkedIn requests after a busy event, ensure your company and personal feeds are packed with credible thought leadership and visually compelling brand assets. Prospects heavily vet profiles before connecting, making it more critical than ever to have a wide variety of fresh content available, especially to demonstrate how active your brand is in the marketplace. Think of more authoritative pieces, such as infographics, ebooks, and podcast snippets that showcase your brand in the best light.

Equipping prospects with these high-value, shareable assets allows them to easily pitch your solutions to their internal decision-makers at their own pace.

The Xtalks Advantage

Stand out on social feeds with third-party credibility, including custom snippets from our industry-leading B2B life sciences podcast. Plus, our editorial and creative teams, composed of Masters, PhD, and MD-level experts, know exactly how to convert your existing technical data into visually stunning, high-converting ebooks and infographics.



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Don't Let the Momentum End When the Booth Packs Up

Maximizing your trade show ROI requires a sustained, multi-channel follow-up strategy that builds trust and authority.

Xtalks acts as an extension of your marketing team, providing the platform, audience, and content expertise needed to convert handshakes into closed deals.

Get in touch with Xtalks today to elevate your post-show sales strategy and keep your pipeline moving.

[Book a Free Consultation](#)



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