

# LEAD GENERATION TO MAXIMIZE YOUR CLIENT INTERACTION

IDENTIFYING YOUR IDEAL CLIENT BASE  
AND BOOSTING YOUR REACH TO A  
TARGET AUDIENCE

BY  
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CREATING THE NEXT®

# Sravanthi Meka



Sravanthi joined the Georgia Institute of Technology in June 2014 as the Marketing Manager for Housing & Conference Services. She manages the lead process for new clients for Conference Services, and creates marketing and PR for Housing. Prior to Georgia Tech, she managed marketing for healthcare organizations throughout the state of Georgia, and sold print and digital advertising campaigns for media publications in northeast Georgia. Sravanthi holds a Bachelor of Arts in Journalism and an MBA with a concentration in marketing from the University of Georgia. She is an active member of the Association of Collegiate Conference & Event Directors - International (ACCED-I), and enjoys volunteering, photography, blogging, sports and the outdoors.

WHAT DO YOU DO BEST?

80%

RETURN CLIENTS including annual sports and academic camps, retreats and leadership seminars.

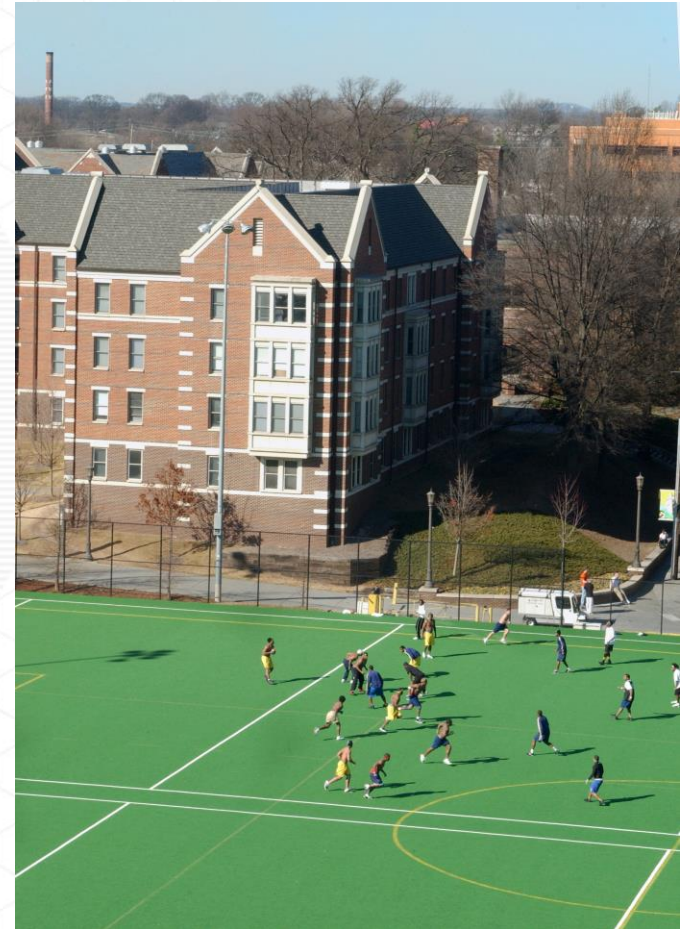
- ☐ Access to 6,000+ beds
- ☐ Long-term stays (5+ nights)
- ☐ Groups of 50 – 200 people





## WHAT ARE OUR DEFICIENCIES?

- ☐ Less Meeting Space Available
- ☐ Access to athletic facilities is limited



# Our Target Audience:

- ❑ Groups that do not require meeting space.

Ex. Intern Lodging who only need lodging, parking and meals, fraternities & sororities who can use their own houses for meeting space, conferences with access to academic department space

- ❑ Large groups are difficult to accommodate. Target groups of 50 to 200.

Why?

We may not be able to reserve adjacent residence halls whose max capacity is 100-150. West Village has limited capacity for dining.



## THE SOLUTION? CLOSED LOOP MARKETING



### **Closed Loop Marketing:**

Marketing that relies on data and insights from the sales team about what happened to the leads that they received, and assist marketing to identify which leads are the most viable.

#### ☐ **Content on Digital Media**

Feature content that emphasizes your ideal client, including stories, photos & keywords  
Include on web site and social media

#### ☐ **Seek trade shows that include your ideal audience**

Fraternities & sororities are an ideal audience for us, so I found a annual conference they held where I could have a booth to showcase our campus.

#### ☐ **Expand size of existing clients**

Existing clients can add 15-30 guests to their rosters, and we can increase our incremental bed nights.





IT'S ALL OVER



# YOUR TURN!

Let's talk about how we can use closed-loop marketing to improve YOUR lead generation