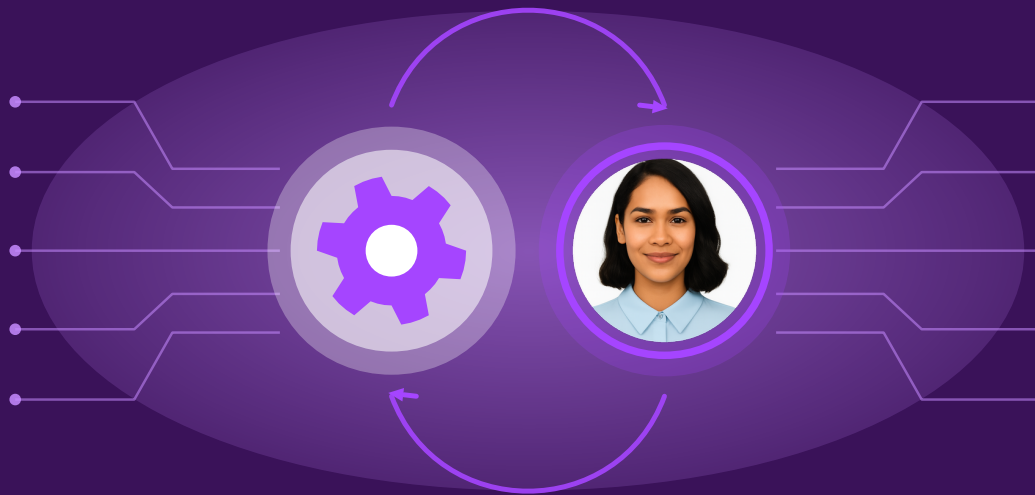




GTM MINI-PLAYBOOK · 03

How Digital Reps Power Event-Led GTM

Maximize lead capture and return on your event investment: before the show, during the show, and long after the booth comes down.



START HERE

How to use this playbook

Smooth AI is a buyer-led growth platform for B2B revenue teams. It lets you deploy a Digital Rep: a humanlike, interactive avatar that speaks with buyers in real time, answers their questions from your own knowledge, handles objections, qualifies interest and books meetings. Your Digital Rep can run on your website, on a branded landing page, or behind a shareable link you can put anywhere. Every play that follows assumes you have created, trained and deployed a Digital Rep of your own.



Sophie

Smooth AI's own Digital Rep, used as the example throughout this playbook

- ✓ Choose an avatar and a voice
- ✓ Give it a name that fits your brand
- ✓ Train it on your site and documents
- ✓ Set your sales and conversion model
- ✓ Deploy on your site or a shareable link
- ✓ Then run the plays that follow

Sophie is Smooth AI's own Digital Rep and appears here only as the example. Yours carries the name, avatar and voice you choose, so read Sophie as your own branded Digital Rep throughout.

THE PROBLEM

Your most expensive channel is your least covered.

Booths, sponsorships, travel, hotels and time away from selling add up to the highest cost per conversation in your entire go-to-market. Then the whole return depends on two or three reps being free at the exact moment an attendee walks up.



Capacity is the ceiling

A few reps at a booth can only hold a few conversations at a time. Everyone else walks past.



The busy hours are the lost hours

Peak traffic is exactly when lines form, conversations get rushed and the best prospects leave.



Follow-up goes cold

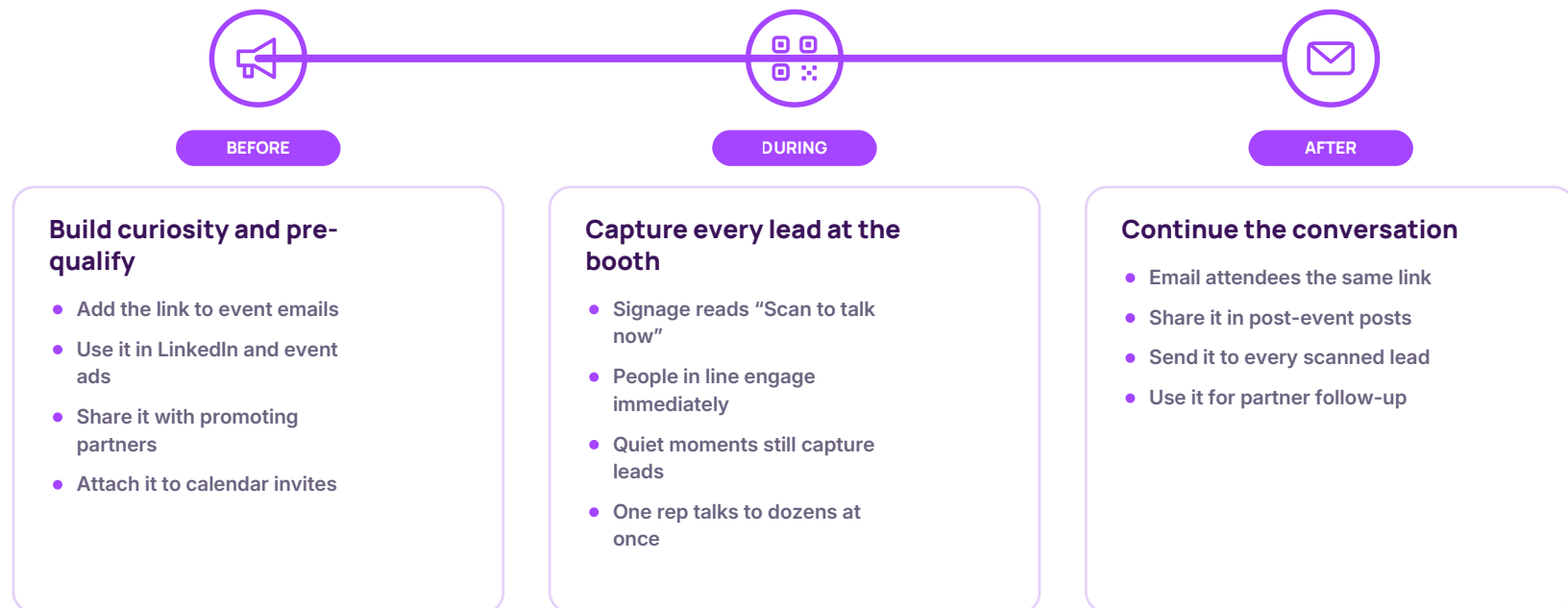
Badge scans become a list. The list becomes a template email. The email becomes silence.

Smooth AI was built to remove that friction and dramatically increase event ROI.

THE MOTION MAP

The event lifecycle, covered end to end

A Digital Rep deployed on a dedicated event landing page works across all three phases of the event: building curiosity beforehand, absorbing peak-hour demand at the booth, and continuing the conversation once everyone has flown home.

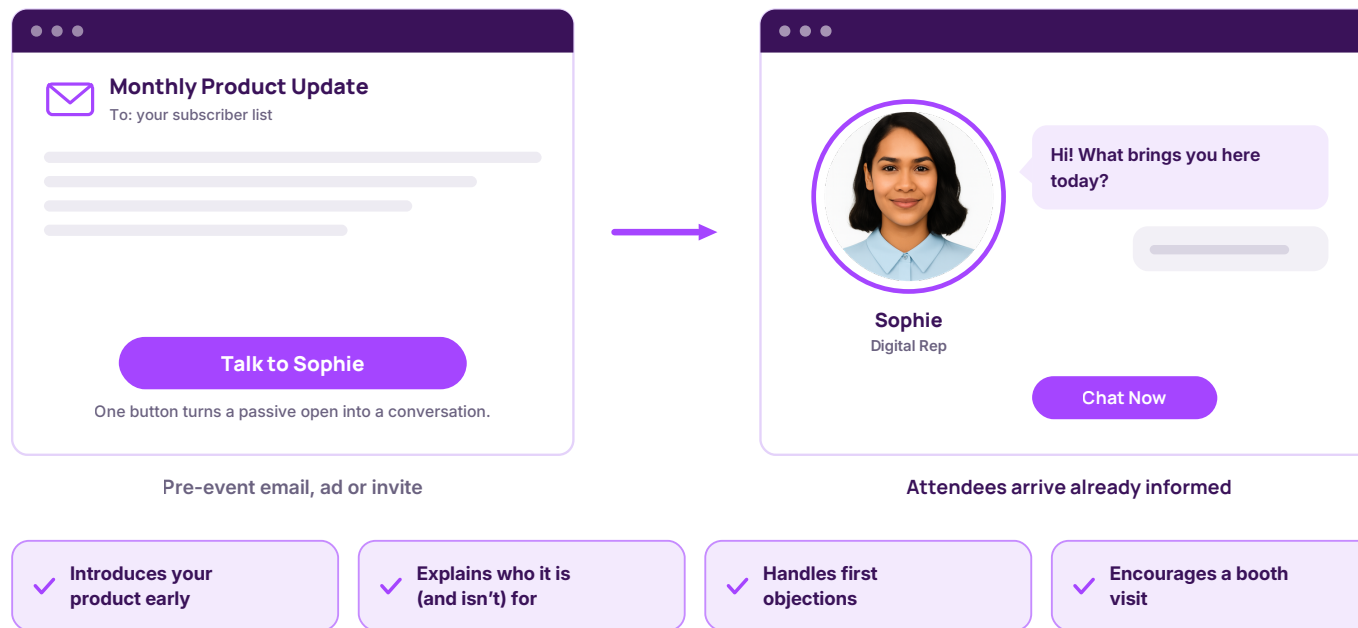


Your event investment finally works before, during and after the show.

PLAY 01

Before the event: build curiosity and pre-qualify interest

Most event marketing drives traffic to the booth. Very little prepares attendees before they arrive. Deploying a Digital Rep on an event landing page ahead of the show means the people who reach your stand already know what you do, who it is for, and why they walked over.

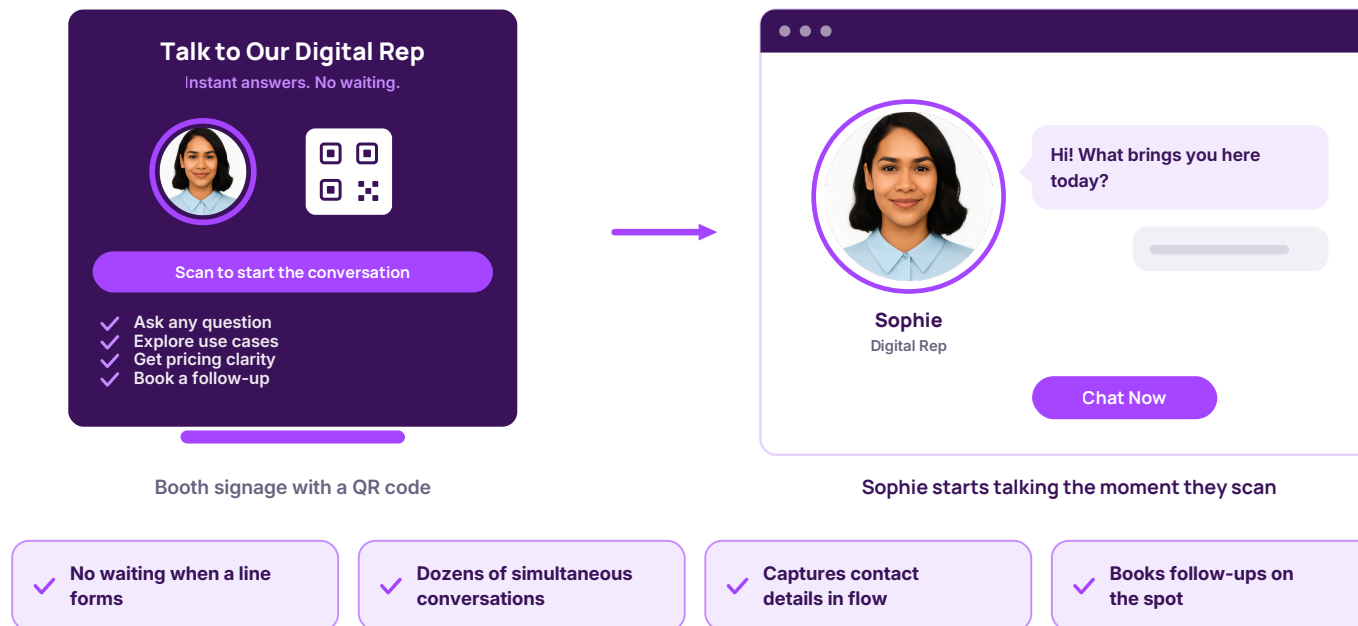


Instead of showing up cold, buyers arrive informed, curious and primed.

PLAY 02

During the event: no lead lost when the booth is busy

This is where event-led GTM usually breaks. Signage at your stand reads “Scan to talk with our Digital Rep now.” Attendees scan the QR code, land on the page and start a real conversation on the spot, including the people currently standing in your line.



No waiting. No pressure. No lost interest.

PLAY 03

What Sophie does while your reps are talking

A Digital Rep is not a fallback for when the booth is quiet. It runs in parallel with your team for the entire show, holding dozens of simultaneous conversations at the level of detail your best rep would give if they had unlimited time.



Sophie at the booth

Working every hour the
hall is open

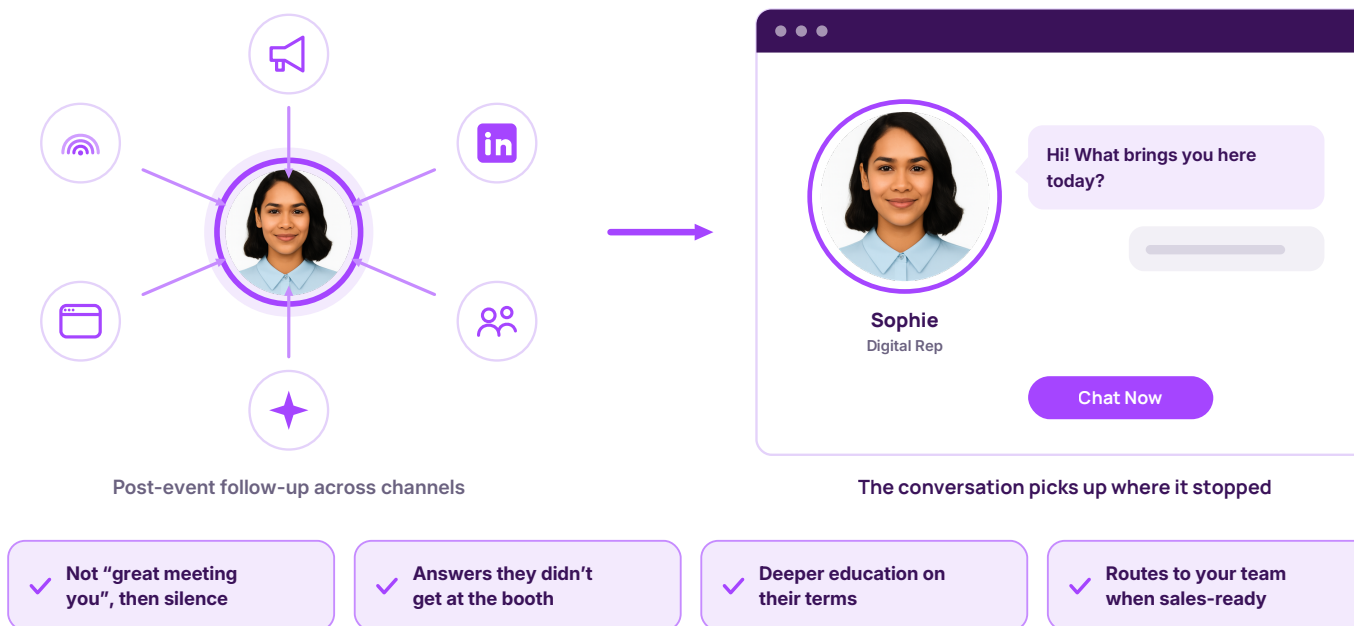
- ✓ Greets attendees in real time
- ✓ Answers product and service questions
- ✓ Explains relevant use cases
- ✓ Qualifies intent as you talk
- ✓ Captures contact information
- ✓ Tags leads hot, warm or curious
- ✓ Books follow-up meetings
- ✓ Logs every conversation to CRM

Your human reps stay focused on the high-value, live conversations in front of them.

PLAY 04

After the event: continue the conversation

Most post-event follow-up reads “Great meeting you at the show...” and then goes quiet. The same landing page and Digital Rep become your post-event engine, so attendees receive a continuation of the conversation they already started rather than a restart from zero.



Sophie nurtures leads until they are warm and sales-ready, then routes them to your team.

WHY THIS WORKS

Events shouldn't run on hope

"Hope we meet the right people. Hope they remember us. Hope follow-up converts." Every one of those is a capacity problem dressed up as a marketing problem. A Digital Rep removes the capacity ceiling, which is what turns an event from a bet into a channel.

Events today

Hope as a strategy

- ✗ Hope we meet the right people
- ✗ Hope they remember us
- ✗ Hope follow-up converts
- ✗ Leads lost when the booth is busy
- ✗ Attribution is guesswork

Events with Digital Reps

A measurable GTM channel

- ✓ Always-on conversation engine
- ✓ Scalable, repeatable lead capture
- ✓ Every conversation tracked
- ✓ No missed opportunities at peak
- ✓ Clear, reportable attribution

Digital Reps turn events into always-on conversation engines and measurable GTM channels.

THE IMPACT

What changes when capacity stops being the constraint

The booth, the sponsorship and the travel budget stay the same. What changes is how many of the people who walked past actually had a conversation, and how much of that is still visible in your CRM three weeks later.

**More leads captured**

Every attendee gets a conversation, not a queue.

**No waiting at booths**

Peak-hour traffic converts instead of walking away.

**Consistent messaging**

Every attendee hears your best pitch, every time.

**Clear attribution**

Event-sourced pipeline is measurable, not anecdotal.

**One dashboard**

All event conversations tracked in a single view.

**CRM sync**

Leads and intent flow straight into follow-up workflows.

Deploy an event Digital Rep in minutes and use it across the entire event lifecycle.



Ready to transform your events?

Deploy an event Digital Rep in minutes, for pre-event promotion, booth engagement, QR codes and post-event nurture.

Try it free at www.getsmooth.ai

Deploy your Digital Rep today.

Smooth