

10 marketing actions to get the most out of your presence at a trade show



sales layer

Designing and assembling the fair's stand itself takes a lot of time – many hours of development trying to find the best layout and lighting, the best materials and elements that catch visitors' attention.

Everything is ready, but you need a promotion strategy and you need an effective, agile and powerful solution.

The following online marketing actions have a very low cost and do not involve too much production time, while results are highly beneficial.

In this kit you will find all the fast, low-cost solutions that you can get started with right now.

ACTION 1: PERSONAL INVITATIONS

A personal invitation is the best way to create a commitment with the people you want to visit your stand.

Send out personal invitations to influencers such as bloggers, journalists or suppliers and shareholders of your company. You can do so online or send a signed letter via post mail, ask for RSVP for both. For example, when writing to top executives, it is advisable to send a letter signed by the company's CEO.



Find your template in the kit dubbed Trade Show Invitation Template

ACTION 2: NEWSLETTER CHAIN

Plan for a flow of automated mails with specific goals. In this special kit you will find the necessary templates with exclusive tips to make eye-catching newsletters.



Find three templates in the Trade Show Newsletter Template kit

ACTION 3: SOCIAL NETWORK BANNERS

Publish your special posts on your social networks for all followers to be aware that you will be at the fair and visit you. Include a special offer or announce your launch. We are including a template for Facebook, Twitter and LinkedIn posts.



Find three templates in the Social Network Post Templates kit

ACTION 4: WEB BANNER

Just like on social networks, include your upcoming presence at fairs. Make it noticeable and eye-catching. With this action you will not only drive prospective customers to your stand, but also increase your reliability in the eye of your online visitors.

Beware! Your online presence needs to stay perfectly updated. Many prospective customers that visit your stand will not make a purchase at that very moment and will perform an online research to get acquainted with your company.

ACTION 5: PRESS RELEASE

This actions works perfectly when you are launching a product that will be introduced at the fair. Remember that it is important for you to have a noticeable fact that is interesting to journalists.



In this kit we included a template to create a powerful Press Release.

ACTION 6: SPECIAL OFFER (LAUNCH)

As already stated, trade shows are the perfect moment to catch the attention of the press, influencers and prospective customers. Plan for a special presentation and announce the launch of your new product.

If no launches are taking place, create special offers for those who visit you or give away merchandising.



Find three templates in the Social Network Post Templates kit

ACTION 7: MODIFYING YOUR EMAIL SIGNATURE

Create a banner-like design that states the name of the fair, dates and stand number. Ask the company salespersons and employees who are in contact with customers and suppliers to include it in their email signature.

Link the banner to your website, where you will publish the news related to the presence of your company at the fair.

ACTION 8: PRE-SHOW MEETINGS

Many organizations and companies arrive days or weeks in advance to arrange the first meetings before the event begins. The purpose of these meetings is networking rather than sales. Which is to say that it is the best opportunity to give your stand the finishing touches while you collect information and build relationships with prospective customers.



In our kit you will find the Trade Show Database Template

ACTION 9: FAIR PHOTOS ON SOCIAL NETWORKS

When the fair is at its busiest, take pictures and make short videos where you show your stand accompanied by the best moments of the event.

The goal is to share the events taking place at the fair. Let your visitors see the moments leading up to the event and take the opportunity to invite them to attend.

ACTION 10: POST TWITS USING THE FAIR'S HASHTAG

Twitter is the social network that works best for events, followed by Instagram Stories. Use the fair's official hashtag to publish photos of exhibitors, the city where the fair is taking place, and enthusiastically comment on the conferences or talks you attend.

Remember to retweet to increase the interaction and tag other exhibitors in your photos to build a community.

In order for these actions to be as successful as possible, it is necessary to take the time to perform them. These actions complement each other, which means the best is for you to perform as many actions as possible.

Try to plan your communication strategy so that it lasts for at least three weeks. Do not bombard all your contacts a week before the event, especially those with whom you have yet to build a relationship.

Remember that original ideas are the most hard-hitting, but only when applied in harmony with the industry and the brand.

Fairs are significant investments, so make the most out of them.