

Five Strategies for Tradeshow Success



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Tradeshows can be an important part of a business's marketing strategy. Important leads and relationships can be developed that can catapult a business to new levels. Unfortunately, many companies commit to doing shows, but don't spend the time to prepare, market and follow-up properly to maximize the potential of their appearance. The following are some of our strategies for enhancing success at trade shows.

It's never too early to start planning - It takes time to prepare for a successful trade show. Create goals and work the calendar backwards to create a timeline for material creation, promotions, staff training, contest preparation and list development.

Promote your appearance - Use every method to let contacts and prospects know when and where exhibiting will take place. Provide a booth number and if possible a map/layout of the event. Use social media vehicles to communicate information about the appearance at the show, provide specials and create a buzz. Keep conversations going and prospects engaged. Spread messages across all social media sites including Facebook, Twitter, Youtube and LinkedIn. Coordinate e-mail with direct mail campaigns to maximize the opportunities to connect.

Keep promotions going on site - Use social media promotions and mobile technology to help keep the buzz going during the show and attract attendees to exhibit booths. Use scannable QR Codes on materials. These codes can be scanned and drive traffic to websites, social media sites and blogs.

Speak with the right tone - Listen to prospects and contacts to create your marketing messages. The conversation needs to be about your customer's needs and how they can increase their return on investment.

Follow-up plan - Most business generated from a trade show is finalized after the show has ended. For this reason a follow up procedure must be developed before the show even takes place. It is important to stay organized and collect important contact information from your leads to properly follow up after the event has ended.

For more information about trade show marketing and strategies for success "Like" Cardinal Trade Group on Facebook, follow CardinalTrade on Twitter, or go to www.nassautradeshow.com.

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