



Present

Integrating Social Media Into Your Exhibiting Program

Increasing Brand Awareness & Driving Qualified Booth Traffic

Participant Learning Objectives

1. Learn pros and cons of tradeshow social media.
2. Review Exhibitor Magazine's Social Media Survey results.
3. 10 Tradeshow Social Media Best Practices.
4. Using Facebook, Twitter, LinkedIn, YouTube, and Instagram.

Tradeshow Social Media Pros & Cons

Pros

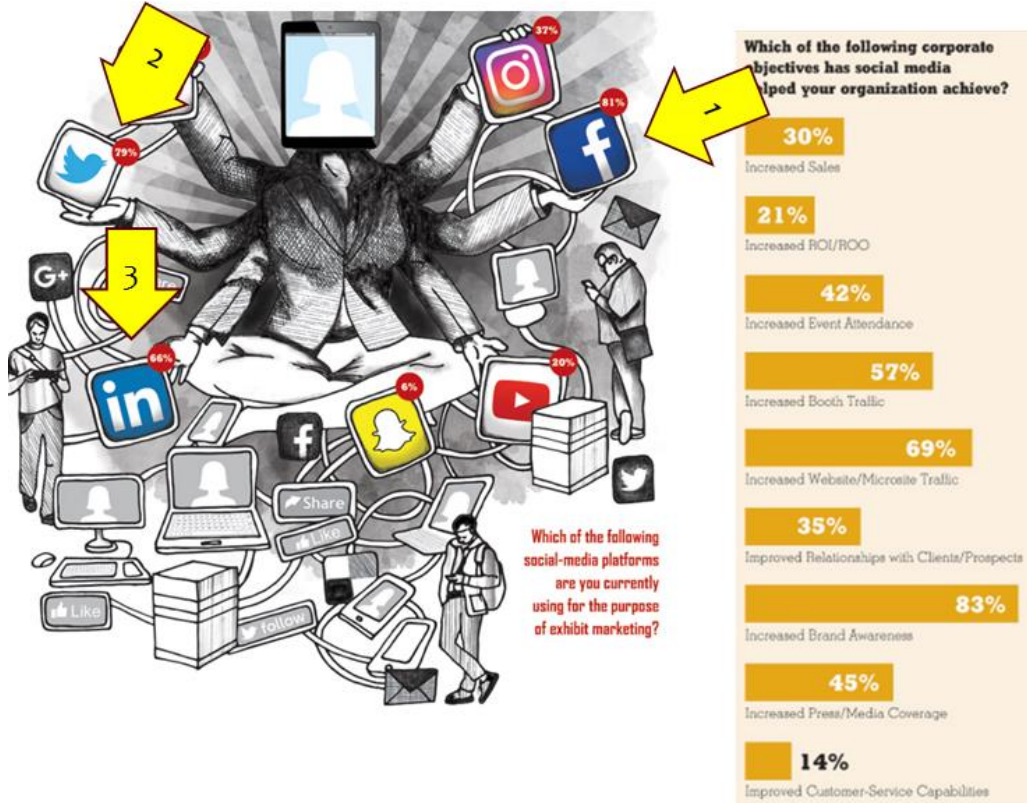
- Free and/or Inexpensive
- Not as Intrusive as Email
- Use Pre - At - Post Show to Extend Reach Beyond Show
- Build Groups & Community
- Access Like/Hard to Reach People
- Can Use to Tease, Educate, and Do Quick and Cheap Market Research
- Messages Can Go Viral Quickly
- Easy to Post on the Fly

Cons

- Unrealistic Expectations
- Not Always Fast Results
- What Channels to Use?
- Time-Intensive
- Learning Curve
- Can Be Difficult to Gauge Impact
- Rules/Algorithms are Constantly Changing

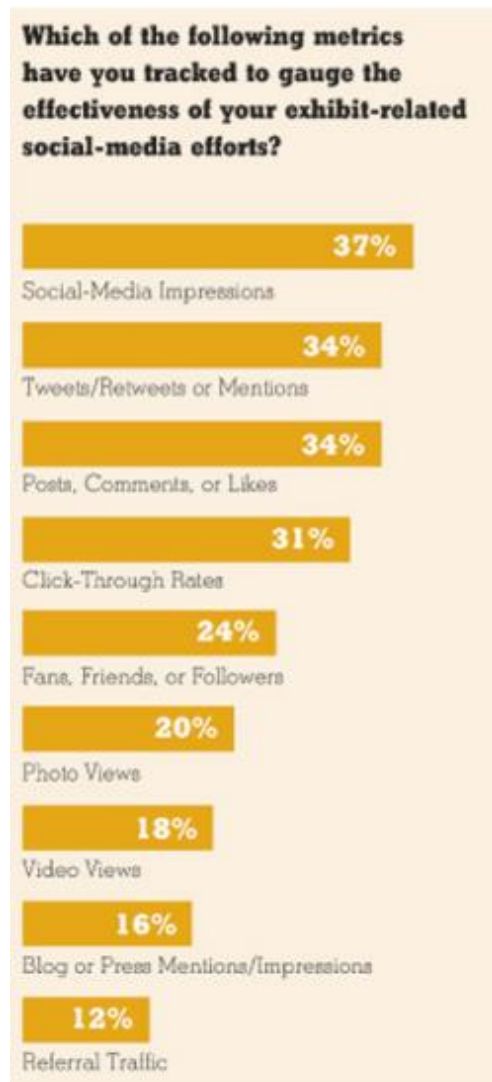
Exhibitor Magazine 2018 Social Media Survey

<https://www.exhibitoronline.com/topics/article.asp?ID=2654>



Source:
Exhibitor
Magazine
2018
Social
Media
Survey

Exhibitor Magazine 2018 Social Media Survey



10 Tradeshow Social Media Best Practices

1. New? Short on time?
 - Don't dabble in all options.
 - Pick _____ that fit your company, product and industry.
 - Commit to a consistent marketing campaign.
 - Develop a social media plan and posting calendar.

10 Tradeshow Social Media Best Practices

2. Piggyback on Show Management's efforts.
 - Key messages, keywords, key phrases
 - Follow us for up to date posts. Share our posts and add comments that you'll be there with booth number.
 - Tag us:
 - Facebook: <https://www.facebook.com/poweredbymhi>
 - Twitter: #poweredbymhi #MODEX2020 <https://twitter.com/poweredbymhi>
 - Instagram: <https://www.facebook.com/poweredbymhi>
 - MODEX LinkedIn Group: <https://www.linkedin.com/groups/3318784/>
3. Learn what channels your audience is paying attention to.
 - Ask staff to survey customers on incoming/outgoing calls.
 - Do an email survey using a free program like surveymonkey.com
 - Within each channel, if applicable, search for _____ your target customers are in, join them, post content, respond to posts.
 - Like retweets and engage naturally with followers to build audience.
4. Manage post frequency for tradeshowes...
 - Create a posting calendar with dates and topics.
 - A sample schedule to consider:
 - Weekly 2 months before show.
 - _____ to _____ times a week 3-4 weeks before show.
 - _____ to _____ times a week 1-2 weeks before show.
 - Daily during show.
 - _____ to _____ times a week 1-3 weeks after show.
5. Use show name and hashtag in posts to establish relevance and leverage show's brand visibility. . #poweredbymhi #MODEX2020
6. Keep posts short and use photos and videos.
 - Your audience has a very short attention span.
 - Include photos and _____ as much as possible.
 - Consider live streaming: product launches, demos, educational sessions, etc. (Use Facebook, Periscope or Meerkat)

10 Tradeshow Social Media Best Practices

7. Post relevant and important content.
 - Make sure posts address issues/concerns target audience cares about.
 - Describe what they will SEE, DO, _____, & GET by visiting your exhibit.
 - Don't be shy about saying what sets you apart!
8. Emphasize NEW Products & Services
 - Use photos and include a link to related _____ materials.
9. Have a clear Call to Action.
 - What do you want your audience to do after reading your post?
 - Place your call to action in the middle and bottom of copy.
10. Social media is about knowledge sharing/ _____ – not hard selling!
 - Establish thought leadership by providing educational content.
 - Share other thought leaders' content that's relative to your audience.
 - Show the human side of your business. Tell why you got in this business, explain how came up with your product idea.
 - Start or comment on conversations.
 - Provide links to relevant web content, white papers, _____, _____, industry intelligence reports, and content rich videos.

Create a Social Media Posting Calendar

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1					WEEK 1: MONDAY, DATE	
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/Nt-668
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/Nt-668
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjkS30bHujZ-3p	(insert)
		3:00 PM	Promotion	Product Launch	Liftmetrix 📊 Hootsuite Impact 🌟 New name and offerings to help you measure and maximize ROI: http://ow.ly/tNx530bKlqN	http://ow.ly/tNx530bKlqN
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include)
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/Nt-668
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d00	http://ow.ly/aktF30c5d00
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owlys do you see? 🦉	(insert image file link)

Use a Social Media management tool!

- Agora Pulse
- Buffer
- eClincher
- HootSuite
- Sendible
- Social Pilot
- Sprout Social



Facebook

People who prefer Facebook like:

- A _____ and authenticity. They want to know you're a real person.
- Messaging should be direct and to the point.
- Links so they can get more information.

Tradeshow uses:

- Set up a Company page.
- Set up an Event page.
- Add a custom tab to your Facebook page to showcase your upcoming tradeshows.
- Use targeting tool to focus your efforts on the specific demographics you want to reach.
 - There are online tutorials on how to create these.



Post Ideas:

- Best days/time: _____/Friday 1-4 pm /+18% Saturday/Sunday _____pm +32%
- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying, why they should be interested.
- Post pictures/videos of your product/service in action, client testimonials, your exhibit being created, etc.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Share stories about how your product/service solved problems that your audience may be experiencing.
- Mention giveaways, new product demonstrations, theater presentations, celebrities, and hospitality events.



People who prefer Twitter like:

- _____ and simple messages, straight to the point.
- Links so they can get more information.
- Hashtags help group the message to a group of related conversations.

Tradeshow uses:

- Use CattleCon hashtag to connect with the right audience.
 - #poweredbymhi #MODEX2020
- Create an event hashtag for your booth and promote it. Use it before and during the show.
- 280 characters max, place link at ¼ mark of text message.
- Encourage customers/booth visitors to tweet and retweet.
- Place a Twitter video screen or wall in booth.



Post Ideas:

- Best days/time: _____ noon, Monday- Friday 12-3 & _____ pm /+16%
- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying.
- Create a short video promoting your exhibit and what's new.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Mention giveaways, new product demonstrations, theater presentations, celebrity appearances.
- Offer rewards, create polls, _____ and other interactive devices.



People who prefer LinkedIn like:

- Professional growth opportunities.
- Continual _____. Many search for posts that can help with their career.
- Networking. Many enjoy discussing niche industry topics with their peers.

Tradeshow uses:

- Set up a Company page - use keywords.
- Set up a Showcase page to create a dedicated page for your upcoming tradeshows.
- Join industry related groups.
- Join the tradeshow's LinkedIn group.
 - There are online tutorials on how to create these.



Post Ideas:

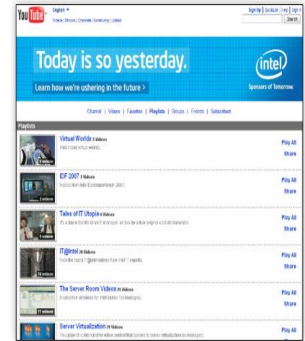
- Best days/time: _____ 10-11 am, Wed./Thursday/Friday _____ am/5-6 pm
- Send event invites to all connections.
- Promote in groups.
- Post pictures/videos of your product/service in action.
- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying.
- Focus on what visitors will LEARN by visiting your exhibit.
- Share stories about how your product/service solved problems that your audience may be experiencing.
- Mention giveaways, new product demos, theater presentations, _____ and celebrities.
- For prospect connections, use InMail, suggest setting up a meeting time to view your company's solutions and offer a reward, discount or other incentive to meet.



YouTube

Tradeshow uses:

- Set-up a YouTube channel.
- Place YouTube video on your website homepage.
- Consider re-purposing existing product/service videos.
- Add target search terms to each video title to improve search results. Be sure to use the show name!
- Distribute links via email and other social media channels.
 - YouTube has great tutorials on how to distribute video content.



Post Ideas:

- Create teaser videos about what will be happening at your booth.
- Show your booth being set-up with _____ video.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Mention giveaways, new product demonstrations, theater presentations, etc.
- Share customer stories about how your product/service solved problems your audience may be experiencing.
- Capture video content from in-booth activities and educational sessions and post video daily to channel.



Instagram

People who prefer Instagram like:

- High quality visual images.
- Relevant hashtags.
- Authentic _____ stories that resonate with them.

Tradeshow uses:

- Sign up for an account, load your business logo, link to your website, connect your account to Facebook.
- Add the show's and your booth's hashtag to your photos so attendees can find them.
- Use geo-tags and tag your photos with the venue name.
- Use same videos as YouTube, if possible.



Post Ideas:

- Best days/time: Monday/_____ - not 3-4 pm - Wednesday _____pm & 7pm
- Post pictures/videos of your product/service in action, client testimonials, your exhibit being created, etc.
- Take advantage of the web page to tell a story with images. Have a balance of _____ images and business pictures.
- Capture your company's important moments in 15-second videos. Preview products and upcoming events by adding visual context.
- Use Instagram Live and Instagram Stories to entice attendees to your booth.
- If you're holding a contest or promotion, take a well-composed photo including your logo, what you're giving away, and the word "giveaway." Ask followers to like, retweet, and follow your account for a chance to win.

In Summary

- Social media is a powerful media to integrate into your exhibit marketing program to build your brand awareness, create engagement and drive booth traffic.
- Don't dabble in all platforms... Select two or three social media platforms.
- Consider each platform user's unique preferences.
- Create a posting calendar in advance to maintain control and save time.
- Always integrate the show's hashtags and show name in posts to build relevance and extend your reach.
- Short videos may outperform images and copy.
- Remember, it's more about building community, engaging and educating your audience than hard selling.

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

MHI Commitment to Exhibitor Value, Knowledge & Success

- ShowPro Exhibitor Success & ROI Center road map:
 - **Step 1.** Download planning & implementation tools
 - **Step 2.** Schedule & complete strategic planning exercises at target timeframes
 - **Step 3.** Watch live and on-demand webinars
 - **Step 4.** Read exhibiting articles for insights and ideas
 - **Step 5.** Ask Our Team of Tradeshow Experts email Q&A for help
- **Bookmark, Share with your team and Access at:**
 - <https://www.modexshow.com/showpro/>



About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert[™]**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to inspire, lead and direct businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors. His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow appearances from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit
www.tradeshowturnaround.com**