

Freeman⁷

Give your booth biz more buzz

Build excitement around your exhibit with digital marketing

Digital marketing is no longer simply a way to reach attendees. It is a core component of the live brand experience. That's never been more clear — or more critical — than in the new world of events.

With [virtual](#) and [hybrid](#) options abounding, digital marketing is a must if you are planning an exhibit.

Creating a targeted plan to leverage digital marketing tools and tactics can take your exhibit marketing to the next level and extend engagement outside the show floor.

These digital marketing best practices help you keep conversation flowing before, during, and after the show — hitting your audience 365 days a year.

Which ones are already part of your approach?
Which ones inspire you to update your strategy?

Check out our cheat sheet to get smart — quick!
Then use our fun and fast assessment to highlight areas where you can up the ante for your brand.



Before the show: build buzz

First impressions matter. Before attendees encounter your booth at a trade show, they're already forming their opinions about your brand. Take advantage of digital marketing strategies that start things off on the right foot and build buzz for your booth:

Microsites and landing pages

Drive visitors to an SEO-rich online destination to learn more about your brand and what you have to offer. Intrigue them with interesting content, calls to action, or offers that will entice them to visit your booth. Review your web analytics to find out what's working and what could be improved.

Show promotion and sponsorships

Don't forget to take advantage of what your show's organizer has to offer! Make maximizing promotional opportunities part of your pre-show strategy. It may be as simple as a link on the conference website or a sponsorship that adds visibility to your brand presence beyond the booth.

Social media

Social media can have a significant influence on actually getting people to your booth — Facebook® is 38 percent more likely to draw attendees, followed by LinkedIn® (35 percent) and Twitter® (19 percent). Use Facebook or LinkedIn to segment and target very specific demographics and interests to reach the exact audience you're looking for.

Email marketing

When it comes to email as a pre-show tactic, it's all about [segmentation](#). Make sure you're communicating the right message to the right audience, hitting prospects and customers who will be front and center at the show.

A woman with dark hair and round glasses is smiling and looking down at her smartphone. She is wearing a dark top with a red strap over her shoulder. The background is a blurred night scene with warm, bokeh lights. A large, stylized red 'X' is on the right side of the image.

**Before the show:
build buzz**

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[illegible]

During the show: spark conversations

These tactics can create a richer experience, influence meaningful conversations, and capture memorable moments in real time.

Leverage these ideas to create interactive, engaging, in-booth brand experiences.

Social media

During an in-person brand experience, the social media focus shifts to support real-time, digestible updates and cultivate dialogue and interaction among exhibitors, attendees, and speakers. Seventy-three percent of marketers say that Twitter is the most effective social media channel during an event.

Lead tracking and CRM integration

With lead gen a major focus for all exhibitors, [lead tracking and CRM integration](#) are key considerations for any in-booth experience. Consider a real-time lead-tracking app or interface as part of your technology plan to manage your pipeline on the fly.

How do you currently connect with attendees? Don't be afraid to try some new tactics — what could you add to build out your current strategy?



After the show: extend the experience

The best part about digital marketing is that it's not constrained to a time frame or location. More than 70 percent of the visitors to your exhibit can remember interactions for as long as 14 weeks after the show! Continue to leverage these digital tips and tricks to keep the momentum going throughout the year.

Social media

Curate conversation after the event is over! Social media channels are often abuzz with networking, learning, feedback, and more. Gain some loyal followers that you can communicate with year-round.

Email marketing

Email is a classic post-show communication tool for a reason — it can be personalized based on intel you learn at the show, and it helps you gather more data to keep perfecting your segments and strategies. Pro tip! Prep emails ahead to make the post-show follow-up easier.

Web content

Take things to the next level by creating follow-on content that ties back to the show, and post it to your company site. Not only is it an asset you can send to prospects collected in-booth, custom [content](#) is a great way to hook potential customers who missed out on attending and are feeling a little post-show FOMO. Tap into your web analytics to learn which messages resonate best.

Score your strategy

You've had the chance to get inspired. Now let's take a look at what you've already mastered with your digital marketing...and where you have new opportunities to reach your audience.

Give yourself one point for each of these tips and tricks that are already a part of your current exhibit strategy. Tally up your score and see where you fall on the scale of digital marketing success!

Take advantage of digital marketing strategies that start things off on the right foot and build buzz for your booth:

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- Create a well-designed landing page for prospects with all your exhibit information.
- Have multiple engagement points online, such as calls to action and contact forms.
- Optimize your landing page for mobile, and use SEO to get seen in search.
- Use analytics tools to track online activity and gain insights about your potential booth audience.
- Use the data from web analytics to help develop your targeted email strategy.
- Create audience segments based on demographic information or activity like ad clicks or page views.
- Work with a marketing partner to help manage a robust email marketing campaign.
- Prepare draft emails/email templates for post-show to make follow-up that much easier.
- Customize your follow-up messaging using attendee preferences and other show site data.
- Set up a Facebook event page for your exhibit to keep prospects in the know.
- Use video to engage with your audience visually pre-, during, and post-show.
- Use ad retargeting to drive prospects back to your landing page or follow CTAs.
- Invest in a sponsorship package that adds to your digital marketing investment and brand presence.
- Use hashtags to curate event- and exhibit-related conversations and promote the experience.
- Stay up to date with Snapchat, Instagram, Facebook, TikTok, and other in-the-moment social media platforms.
- Build a social media team to manage your presence so you can manage your booth.
- Create a social strategy that helps you target the channels where your customers communicate.
- Track visitors with your mobile phone or tablet, and integrate the data into your CRM.
- Post highlights from the show to spark some interest for anyone who didn't make it to your booth.
- Use social channels to gather feedback through comments, online polls, or survey links.
- Curate any photos, videos, social media posts, etc., and share them widely.
- Share any related content with prospects to encourage deeper explorations and conversations.
- Invite attendees to opt in to your email communications to stay in touch.
- Create follow-up content that feels actionable, creates value, and makes prospects want to connect.

How you rank...

0-6 points

You're juggling a lot of to-dos when it comes to getting prepped for upcoming exhibits. You're off to a great start, but look for quick wins that could net you some big results!

7-12 points

Look at all the great tactics you're already taking with your digital exhibit marketing! Find an area where you're not doing much that could add some additional success factors to your strategy.

13-18 points

You're doing an awesome job with your digital marketing! Try finding a few tips you can introduce to your existing mix to reach superhero status.

19-24 points

You're a digital marketing expert! Use these best practices as a checklist to make sure there's nothing else you can add to your marketing plan before your next event.



Get smart on creating engaging exhibits.

[Download our ultimate guide](#)

Freeman is a global leader in events. Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.

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