

Buzz Check:

Digital marketing tips and checklists
to build exhibit excitement

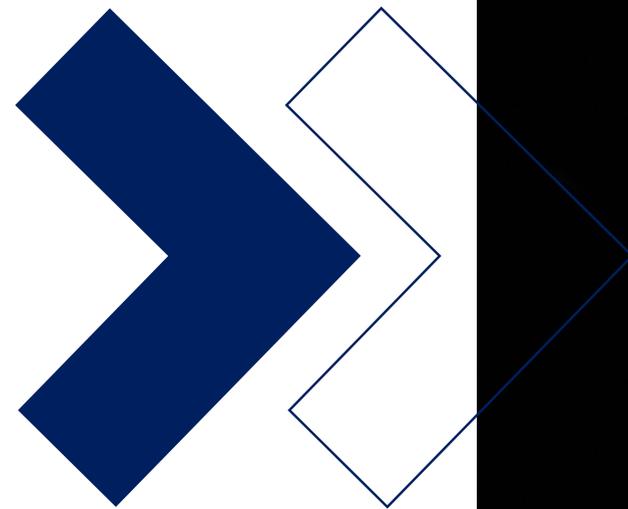


Digital marketing is more than just an add-on to reach attendees. It's a core tactic for building and delivering an effective live experience — preshow, during show, and postshow.

Creating a targeted, digital marketing plan can take your exhibit marketing to the next level, and extend engagement beyond the show floor.

Check out our expert **digital marketing best practices** on the following pages, along with handy checklists that make planning easy during every step of your process.

You'll also find a 5-step strategy that's designed to help guide you along, whether you've been in the industry for five years or five months.





Preshow

Build Buzz

First impressions matter. So, start things off right and build buzz for your booth with these digital marketing tools:

Landing pages (and microsites)

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

Remember, the show organizer often has promo opportunities to help maximize your pre-event marketing. Take advantage of programs such as advertising on the conference website or a number of sponsorship opportunities that add more visibility outside your exhibit.

Social media

Having a social media presence is a must, today. So, how are you taking advantage of these essential (and effective) tools? Consider using paid ads on Facebook or LinkedIn to segment and target very specific demographics and interests to reach your exact target audience(s).

Email marketing

When it comes to email as a preshow tactic, it's all about [segmentation](#). Make sure you're communicating the right message to the right audience, reaching prospects and customers who will benefit from attending.

Make it easier to build buzz with this **preshow checklist.**

Switch online

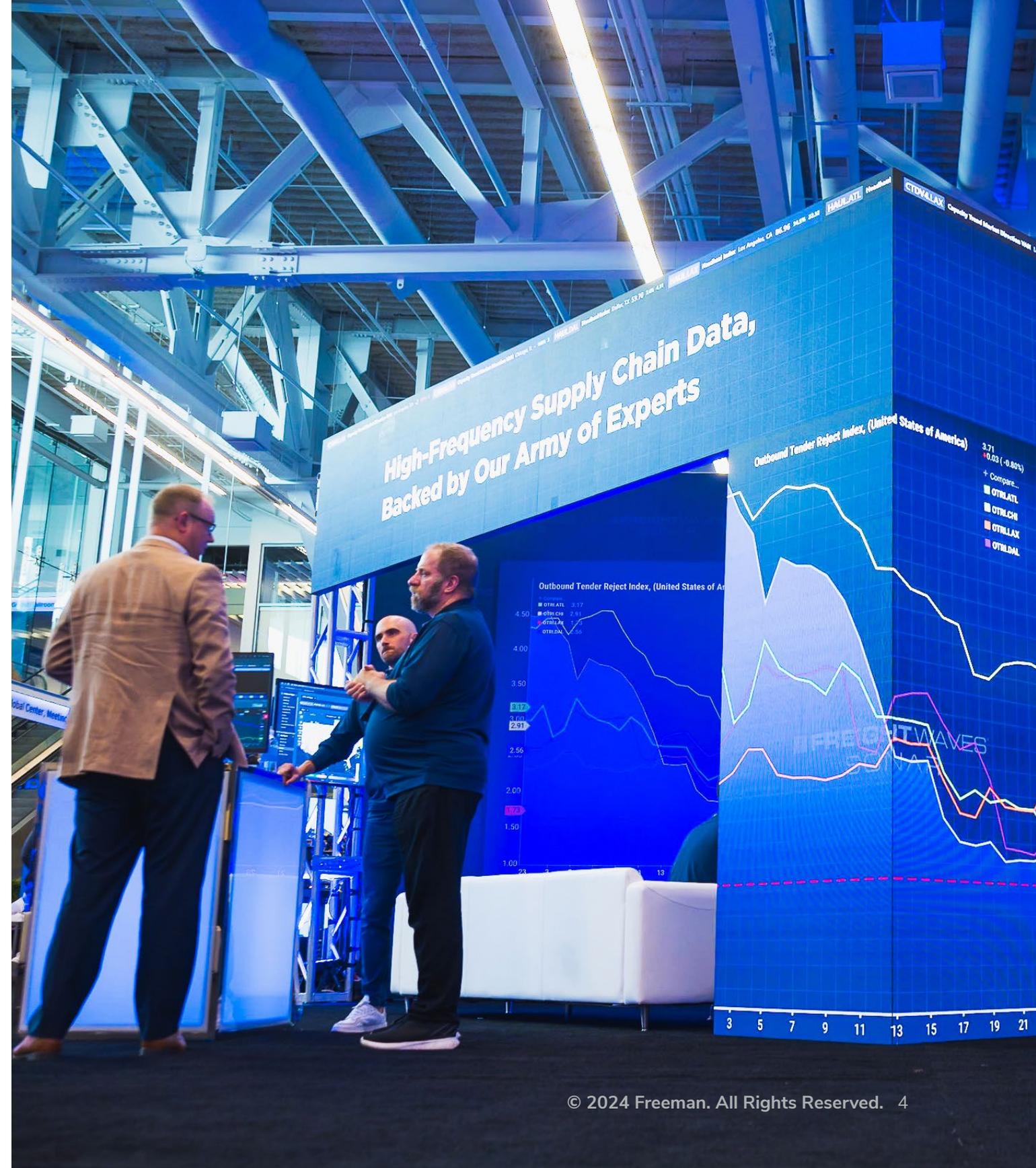
- Design an **informative landing page** just for attendees. Include location, key messages, and any special offerings with date and time.
- Have **multiple engagement points** online, such as calls to action and contact forms.
- Optimize your **landing page for mobile, and use SEO** to appear in searches.

Analyze & strategize

- 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 such as ad clicks or page views.
- Work with a marketing partner** to help manage a robust email marketing campaign.

Get the word out

- Prepare **draft emails/email templates** in advance to make postshow follow-up a breeze.
- Customize your follow-up messaging** using attendee preferences and other show site data.
- Invest in a sponsorship package** that adds to your digital marketing investment and brand presence, online and offline.
- Use hashtags** to curate and track event- and exhibit-related conversations, as well as promote the experience.
- Build a social media team** to manage your presence in real time once the event starts.
- Create a social strategy that helps you **target channels where your customers communicate.**





During the Show

Spark conversations

These digital marketing tactics can influence **meaningful conversations** and capture **memorable moments** in real time.

Lead tracking and CRM integration

Lead tracking and customer relationship management (CRM) integration are key considerations for any in-booth experience. Consider a real-time lead tracking app or interface as part of your tech plan to manage your pipeline on the fly.

Social Media

X (formerly Twitter): Great for real-time posts and quick updates. Remember to use live tweeting to connect with your audience!

Instagram: The way to go for visually appealing content. Post on stories to show exhibit activities in real time, and for showcasing brand personality.

LinkedIn: The social mecca for B2B, great for events that prioritize networking and connecting with professionals, for longer posts showcasing exhibit content, and for sharing booth and event information.

Connect with attendees using this **during-show checklist.**

- Post real-time updates on social channels to spark brand interest from those at the event and those who aren't there in person.
- Use social channels to gather real-time feedback through comments, online polls, or survey links.
- Share any related content with prospects to encourage deeper explorations and conversations.
- Track visitors with your mobile phone or tablet, and integrate the data into your CRM.
- Curate any photos, videos, social media posts, etc., and share them widely.



Postshow

Extend the Experience

Here's something to remember: **64 percent** of visitors to your exhibit are likely to keep positive perceptions about your brand for **four weeks** after the show! More about the impact of live events on [brand trust here](#).

So, leverage these digital marketing tips and tricks to keep the momentum going, even after the event ends.

Social media: Spark conversation after the event ends! Social media channels are often buzzing with networking, learning, feedback, and more. Over time, gain loyal followers that you communicate with year-round.

Email marketing: Email is a classic postshow 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 audience segments and strategies.

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 booth-visiting prospects, but custom content is also a great way to hook potential customers who missed the event, or are feeling some postshow FOMO. Tap into your web analytics to learn which content resonates best.

■ Follow this **postshow checklist** to keep the conversation going.

- Create follow-up content that feels actionable, creates value, and makes prospects want to connect.
- Remember to add event leads to your CRM, and reach out to them.
- Post an event recap, and share highlights that help viewers feel included (and also remind them why it's better to attend in person).
- Invite attendees to opt in to your email communications to stay in touch.

Pro Tip: Prep emails ahead to make the postshow follow-up easier!



5-Step Strategy

Build booth buzz, build your audience

1. Solve the problem (Awareness)

Promote the value of attending in person (how you'll make attendees' lives easier).

2. Get the word out (Info gathering)

Let potential visitors know what is happening at your booth, such as demonstrations, meeting opportunities, giveaways, etc.

3. Send a reminder (Conversion)

Reinforce the value of attending your show in person versus watching sessions/demos online.

4. Bring digital to your booth (Engagement)

Align your preshow marketing with your exhibit experience. Learn how in [Defining the Experiential Advantage](#).

5. Stay in touch (Reactivation)

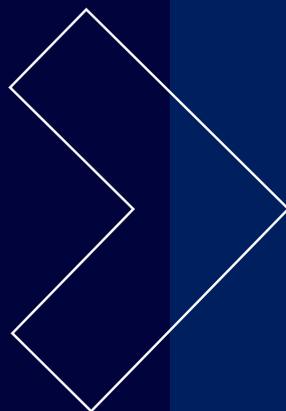
Give your attendees a place to connect and share ideas and questions. Engage with your brand community between shows.





Ready to create
some buzz?

[Get in touch with us!](#)



Keep going and become
even more of an exhibit expert.

[Download our Ultimate Guide](#)