Present

Integrating Social Media To Drive 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
Exhibitor Magazine 2018 Social Media Survey

Which of the following metrics have you tracked to gauge the effectiveness of your exhibit-related social-media efforts?

- Social-Media Impressions: 37%
- Tweets/Retweets or Mentions: 34%
- Posts, Comments, or Likes: 34%
- Click-Through Rates: 31%
- Fans, Friends, or Followers: 24%
- Photo Views: 20%
- Video Views: 18%
- Blog or Press Mentions/Impressions: 16%
- Referral Traffic: 12%

10 Tradeshop 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/ChicagoDentalSociety
     - Twitter: @Chicago_Dental  #CDS  #CDS20 https://twitter.com/Chicago_Dental
     - Instagram: https://www.instagram.com/chicagodentalsociety/
     - LinkedIn: https://www.linkedin.com/company/chicago-dental-society

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 tradeshows…
   - 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. #CDS  #CDS20

   - 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

<table>
<thead>
<tr>
<th>Week</th>
<th>Network</th>
<th>Time</th>
<th>Content Type</th>
<th>Topic</th>
<th>Copy</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>7:00 AM</th>
<th>New Blog Post</th>
<th>Silent Video</th>
<th>Are you optimizing your video for viewing without sound? You should be.</th>
<th><a href="http://ow.ly">http://ow.ly/</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM</td>
<td></td>
<td>Curated Content</td>
<td>Infinite Snap Loops and Magic Beans</td>
<td>Wash!</td>
<td><a href="http://ow.ly">http://ow.ly</a></td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Video</td>
<td>Music Resources</td>
<td><a href="http://ow.ly">Link</a> (insert)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Promotion</td>
<td>Product Launch</td>
<td>Ufmetric Hootsuite Impact: New name and offerings to help you measure and maximize ROI: <a href="http://ow.ly">http://ow.ly</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 PM</td>
<td>Live Video</td>
<td>News Update</td>
<td>A list of happened social media updates happened this month. Let us know your reaction to these ones.</td>
<td><a href="http://ow.ly">http://ow.ly</a></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LINKEDIN</th>
<th>6:00 AM</th>
<th>New Blog Post</th>
<th>UTM Parameters</th>
<th>You don’t need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.</th>
<th><a href="http://ow.ly">http://ow.ly</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 AM</td>
<td></td>
<td>Curated Content</td>
<td>LinkedIn Code</td>
<td><a href="http://ow.ly">http://ow.ly</a></td>
<td></td>
</tr>
<tr>
<td>11:45 AM</td>
<td>Video</td>
<td></td>
<td><a href="http://ow.ly">Link</a> (insert)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Promotion</td>
<td></td>
<td><a href="http://ow.ly">http://ow.ly</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:15 PM</td>
<td>Education</td>
<td></td>
<td><a href="http://ow.ly">http://ow.ly</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| TWITTER  | 8:45 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](http://ow.ly) |
|-----------|----------|---------------|--------------|--------------------------------|-------------------------------|
| 7:15 AM   |          | Curated Content |               | [http://ow.ly](http://ow.ly) |
| 10:30 AM  | Video    |               | [Link](http://ow.ly) (insert) |
| 1:00 PM   | Promotion |               | [http://ow.ly](http://ow.ly) |

| INSTAGRAM | 7:30 AM  | Original Image | Logo Cookies | Out we want to do is eat these cookies. How many Oways do you see? ** | [Insert Image file ici](http://ow.ly) |

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.
Twitter

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.
  ➢ #CDS #CDS20
• 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.
LinkedIn

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: ___________ 10-11am, 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.
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.
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.
4 Additional CDS MWM Marketing Opportunities

1. CDS AdPak: Inserts in packets (limit 12) which is mailed directly to all MWM pre-registered attendees. This is done by CDS. This typically mails in mid-January. (by Friday 1/10)

2. Virtual Tradeshow bag: Emailed to all MWM attendees the Monday (2/17) of the week of the meeting. This bag is also a dedicated tile in the mobile app for all attendees, especially those who register onsite. (by February 1)

3. Advertising in eBlasts: Communications Department sends several pre-show eBlasts to MWM attendees.

4. Advertising in the Mobile App: Exhibitors can place banner ads or advertise in push notifications.

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. __________________________________________________________
CDS Commitment to Exhibitor Education & Success

- Exhibitor ROI Center road map:
  - Step 1. Download implementation tools and strategic planning exercises
  - Step 2. Do planning exercises around target dates
  - Step 3. Watch live and replay webinars to compete exercises
  - Step 4. Read exhibiting articles for additional ideas and insights
  - Step 5. Use “Ask the Tradeshow Experts” email Q&A for help

- Bookmark, Share and Access at:
  [http://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-roi-center](http://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-roi-center)

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 tradeshows 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](http://www.tradeshowturnaround.com)