

BEFORE THE EXPO, PRE-EVENT PROMOTION: ONLINE

#9 OF 36

EXHIBITOR TRAINING VIDEO



Many online digital platforms are free to use, and you should certainly consider using them to promote your presence at your next event. There is no shortage of available channels, so the challenge is to choose the right ones - those that offer the best penetration within your target markets.

It's normally a good idea to use blogs, e-newsletter campaigns, videos and platforms such as Twitter, LinkedIn, Facebook and Instagram. Gauge which of them are best used by your target markets and develop a simple communications plan. You can then schedule your activities accordingly. Remember to be consistent in your messages, and note that some channels require daily activity while, for others, fortnightly or monthly activity may be enough.

'Use free digital platforms to attract the right visitors to your stand.'



Promote your attendance to businesses within your networks; tell them the event details, your stand number, and why they should visit. Focus on customer benefits and remember that different selling points may appeal to customers in different market segments. Communicate the right messages to encourage the right visitors to attend.

It is also a good idea to speak to the event organiser and learn what platforms will they be using. Often, you will be able to collaborate and 'piggy back' on their own marketing campaigns. For example, you can really magnify the impact of your own communications through a news item on the organiser's website, or a helpful re-tweet from an organiser with a big following. Below are some tips when using digital platforms.

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#9 OF 36

TWITTER / FACEBOOK / LINKED IN

- Connect with other exhibitors and engage in dialogue before the expo
- Change your profile header to reflect the fact that you will be exhibiting
- Create a pinned tweet / post to encourage visitors to attend
- Include an easily visible link to enable visitors to register for the expo
- Regularly change the pinned tweet to keep things new and interesting
- Don't try to sell; with all your content, offer value and good reasons to engage
- Join in with specific event discussions and 'business hours'
- Use the designated event hashtag throughout
- Tag key individuals



E-NEWSLETTER AND WEBSITE

- Let your networks know about your attendance
- Promote the event on your website - on news pages and on any banners
- Offer specific incentives for your networks to register and attend

Create a digital marketing timeline for the event so you can schedule activity effectively. Avoid duplicate announcements and don't post so often that you risk boring or irritating your audience. Always keep your audience in mind and make sure you are always communicating something of value.

IN OUR NEXT PRESENTATION...

Our next video will concentrate on certain offline marketing channels that can help to reinforce your online marketing and your overall communications strategy.

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1 Events Media Ltd, The Business Development Centre, Blackburn, Lancashire, United Kingdom
t: +44 (0) 1254 790786 • e: info@1eventsmedia.co.uk • w: 1eventsmedia.co.uk