



*Present*

# Tradeshow Social Media Best Practices

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## Optimizing FREE Marketing to Build Your Brand & Drive Traffic

### Participant Learning Objectives

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

## Notes on How PROCESS EXPO is Using Social Media and How You Can Take Advantage of It

### Tradeshow Social Media Pros & Cons

#### Pros

- Free and/or Inexpensive
- Non-Intrusive
- Traceable
- Extension of YOUR Brand Identity
- Builds Community
- Can Schedule Auto Updates
- Can Use for Research, Gain Intelligence
- Access to Like & Hard to Reach People

#### Cons

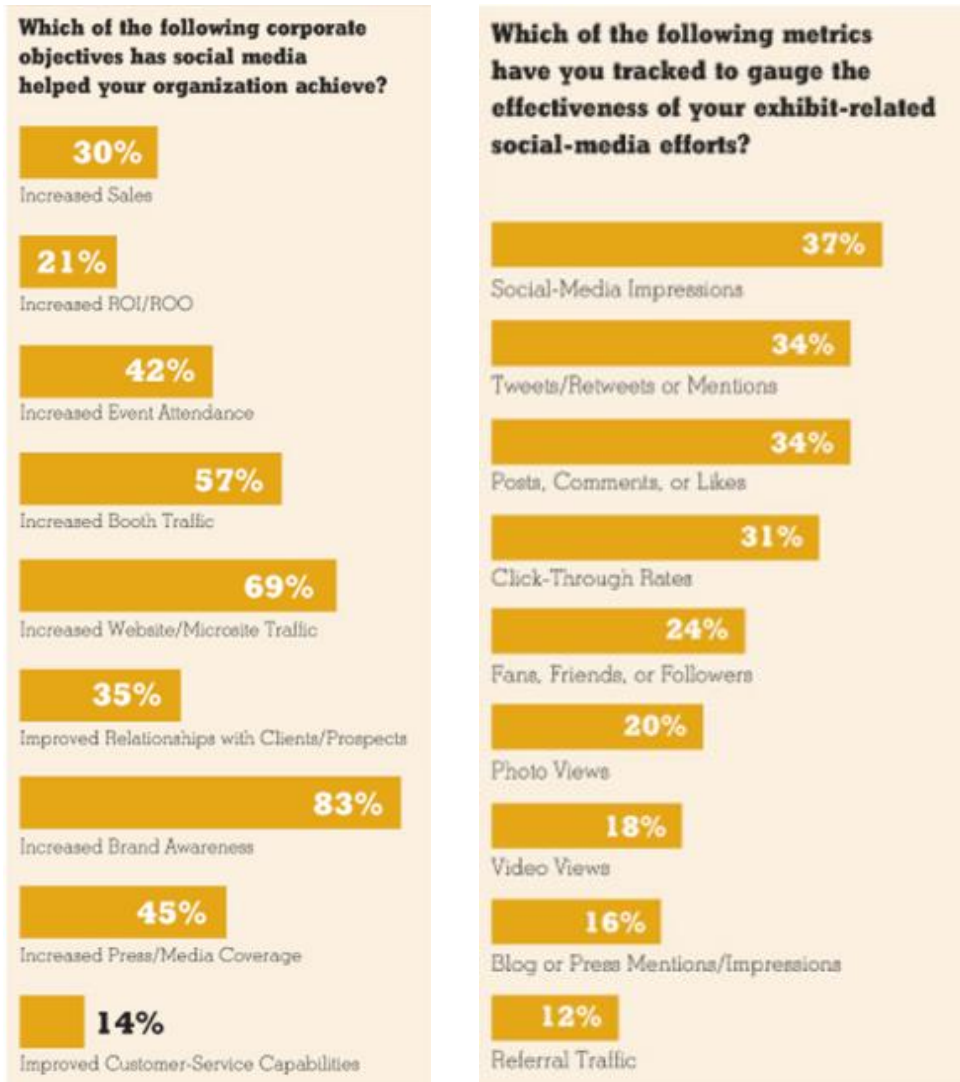
- Unrealistic Expectations
- Not Fast Results
- What Channels to Use?
- Time Intensive
- Learning Curve
- Difficult to Measure
- Rules/Algorithms are Constantly Changing

### Exhibitor Magazine 2018 Social Media Survey

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



## Exhibitor Magazine 2018 Social Media Survey



## Top 10 Tradeshow Social Media Best Practices

1. New? Short on time?
  - Don't dabble in all options.
  - Pick best \_\_\_\_\_ that fit your company, product and industry.
  - Commit to a consistent marketing campaign.

## **Top 10 Tradeshow Social Media Best Practices**

2. Piggyback on Show Management's efforts.
  - Key messages, keywords, key phrases.
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.
4. Manage post frequency for tradeshow...
  - Every other week 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.
5. Use show name and hashtag in posts to establish relevance and leverage credibility.
6. Try to keep posts to \_\_\_\_\_ words, or less.
  - Your audience has a very short attention span on social media.
  - Include photos and \_\_\_\_\_ as much as possible.
7. Use bullet points to emphasize...
  - What they will SEE, DO, \_\_\_\_\_, & GET when visiting your exhibit.
  - Make sure points address key issues or concerns your target audience is interested in.
  - Don't be shy about saying what sets you apart!
8. New product/service?
  - Use photos and include a hyperlink 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.

## Top 10 Tradeshow Social Media Best Practices

10. Social media is about knowledge sharing and \_\_\_\_\_ – not selling!
- Establish thought leadership by providing educational content
  - Start or add to conversations.
  - Provide links to relevant web content, white papers, \_\_\_\_\_, \_\_\_\_\_, industry intelligence reports, and content rich videos.
  - Share other thought leaders' content that's relative to your audience.



### Facebook

- 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:

- 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.



- Use the show's hashtag to connect with the right audience.
- Create an event hashtag for your booth and promote it. Use it before and during the show.
- 120-130 characters, place link at ¼ mark of text message.
- Place a Twitter video screen or wall in booth.
- Encourage customers/booth visitors to tweet



#### Post Ideas:

- 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.
- At show, mention special giveaways, new product demonstrations, theater presentations, celebrity arrivals.
- Offer rewards, create polls, games and other interactive devices.
- Encourage people to retweet your messages.



- 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.





## LinkedIn

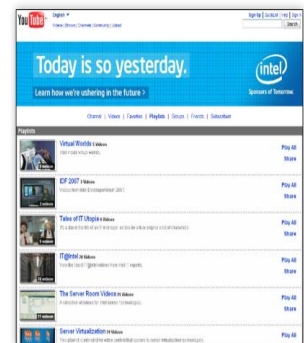
### Post Ideas:

- Send event invites to all connections.
- Post pictures/videos of your product/service in action.
- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying.
- 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 demos, theater presentations, educational sessions 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

- 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.



### Post Ideas:

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



- 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.



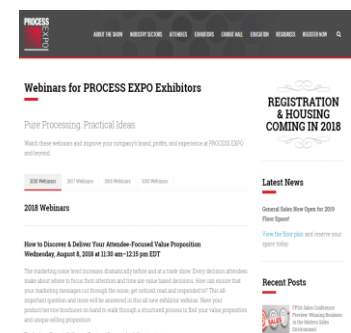
#### Post Ideas:

- 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 fun images and business pictures.
- Capture your company's important moments in 15-second videos. Preview products and upcoming events by adding visual context.
- 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.

## FPSA Commitment to Exhibitor Value, Knowledge & Success

- Live and Re-Playable Webinars for PROCESS EXPO Exhibitors:
- Bookmark, Share & Access:

<http://www.myprocessexpo.com/exhibitors/webinars-for-process-expo-exhibitors/>





## About Your Expert Presenter

### **Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround 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.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 20,000 exhibits in action.

**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)**