



# Maximize Your Exhibit with Email Campaigns

## Tips for a Successful Show

Sue Glenn

*Constant Contact Certified Local Expert*

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# Promote Your Booth with Best Email Practices

## *Before, During and After the Expo*

- ▶ **Pre-show**
  - ▶ The why: Attendee expectations at YOUR booth
- ▶ **At-show**
  - ▶ The what: Leads on YOUR list
- ▶ **Post-show**
  - ▶ The how: Engage with YOUR new prospects

# What We'll Cover Today

- ▶ **CONTENT** to include for weekly scheduled emails prior to the show
- ▶ **LIST GROWTH** easy ways to get prospects on your list, at the show
- ▶ **FOLLOW UP** with engagement strategies to keep them on your list

# Pre-show Content Ideas

## ► Why should attendees visit your booth?

### ► Entice them:

- an announcement
- a new product or service
- a surprise
- a deal/coupon
- a gift
- a promotional item
- a takeaway
- chocolate <sup>^^</sup>



It's easy to join our mailing list!

Just send your email address by text message:

Text  
**DIVERSE**  
to **22828** to get started.



Message and data rates may apply.

The screenshot shows the iCapture website with a navigation bar containing links for B2B Exhibitor, Small Business, How It Works, Features, Pricing, and FAQ. A prominent banner reads: "Turn your iPad or other mobile device into a MAGNET FOR NEW LEADS (Works even if you don't have an internet connection!) >>> CLICK HERE TO START FREE TRIAL". Below this is a section titled "DISCOVER HOW TO GET STARTED" with three columns:

- SETUP QUESTIONNAIRE:** Includes a laptop icon, the iCapture Back Office logo, and a list of fields: Name, Email, and Phone. An "INSTALL CODE" button is at the bottom.
- CAPTURE DATA:** Shows a tablet and a smartphone. It features a Wi-Fi icon with the text "Uploaded in Real-Time" and a crossed-out Wi-Fi icon with the text "Saved on the device. Uploaded later." An "INSTALL CODE" button is at the bottom.
- RETRIEVE CAPTURED DATA:** Shows a laptop icon, the iCapture Back Office logo, and icons for CSV, XLS, and PDF. It includes logos for Constant Contact, Infusionsoft, and MailChimp. An "INSTALL CODE" button is at the bottom.

## At-show Email List Growth Make it easy

- ▶ How will you get attendees on your email list?
  - ▶ Use Texting: text to join (visual)
  - ▶ Use Social: ask them to like your biz page on Facebook (from their phone) and use the Sign-up form
  - ▶ Use Apps: iCapture qualifies your prospect and collects their email address from smartphone or tablet
  - ▶ Use website: have your laptop or tablet opened to your page to collect email address from sign up form
  - ▶ Use paper email list (still works)

# At-show Email List Growth Incentivize

- ▶ Free guide
- ▶ Free offer
- ▶ Free gift
- ▶ Coupon/coupon code
- ▶ Free ticket
- ▶ Free whitepaper
- ▶ Tip sheet
- ▶ Handout
- ▶ Worksheet
- ▶ Raffle



# At-show Email List Growth

## WIIFM - what will they receive & how often

### *Frequency*

- ▶ Quarterly
- ▶ Monthly
- ▶ Weekly
- ▶ Daily
- ▶ Event driven - expo, seminar, workshop

### *Content Type*

- ▶ Newsletters (longest format)
- ▶ Article/blog (shorter than newsletter)
- ▶ Special offer (short and sweet)
- ▶ Tips (super short)
- ▶ Registrations (varies)

# Post-show Follow Up Strategy & Metrics

## Staying in touch

- ▶ Strategy- Touchpoints
  - ▶ Send a Thank You email
  - ▶ Announce raffle winner
  - ▶ Send an offer
  - ▶ Create a short poll/survey
  - ▶ Let them know where you will be next
  - ▶ Ask them to like your social media pages
  - ▶ Try an autoresponder series





# Post-show Follow Up Strategy & Metrics

## Staying in touch

### ▶ Reporting

- ▶ Findings-results of the poll
- ▶ Check your opens
- ▶ Did they click on any links?
- ▶ Not engaging with your emails
- ▶ Ask questions?
- ▶ Make a phone call
- ▶ Set up a meeting
- ▶ Invite to next event



# Next Steps - Your plan

#1 Pre-show	#2 Pre-show	#3 At-show	#4 Post-show	#5 Post show
Create email account (if you don't have one)  Enter contacts	Create email schedule  List content ideas  Create content  Schedule emails	Set up technology or email list sign up form  Have your incentive ready  Thank them for signing up!	Email a thank you for visiting your booth!  Email a survey or quick poll  Create an autoresponder series	Check reporting  Make follow up phone calls  Set up meeting or invite to another event

# THANK YOU!

## Questions?

Sue Glenn | 516-574-3790 | [sueglenn1@gmail.com](mailto:sueglenn1@gmail.com)

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[www.Instagram.com/suevglenn](http://www.Instagram.com/suevglenn)

