

GUIDE

THE ULTIMATE TRADE SHOW MARKETING SURVIVAL GUIDE



INTRODUCTION

The networking and sales opportunities that trade shows provide are unique, priceless, and an excellent way to increase brand awareness and revenue. Developing personal connections with your audience and industry leaders can help grow your business while elevating your reputation and exposure. The numbers speak for themselves: 99% of marketers find unique value in trade shows, 65% of companies agree that in-person trade shows are an invaluable part of their marketing strategy, and at least 82% of trade show attendees have excellent purchasing power.

But, in order to have a successful trade show appearance that generates leads and drives revenue, you need the right trade show marketing strategy. We created this guide to ensure that companies are best prepared for tradeshow and able to enjoy the full range of benefits they provide.



PLANNING

Choose the Right Show

Purchasing space at a trade show typically isn't cheap, making it a necessity to research each trade show you're interested in for expected attendance, exposure, and relevancy to your brand. Ensuring a trade show is a good fit for your company protects your time and financial investment while providing excellent exposure and growth opportunities.

Reserve Your Space Early

Once you have selected the right trade show, it's always a good idea to register your company as early as possible. The earlier you sign up, the more time you have available to prepare for the show and ensure your booth, trade show marketing materials, and strategy are as strong as possible. Additionally, trade shows will often insert the logos of attending companies on their website and marketing material, which is free exposure for you.

Proper Budgeting

Trade shows can become expensive quickly, so it's important to closely monitor your finances leading up to and on the day of the event. Set a budget that outlines the size of your trade show staff, marketing materials, any freebies you may be giving away, and transportation/hotel costs. Setting a proper budget gives your company the best chance to leave trade shows with a positive ROI.



INCORPORATE **POWERFUL** **TRADE TECHNOLOGY** INTEGRATIONS

Customer Relationship Management (CRM)

A robust CRM can effectively and easily manage your new and existing leads in one central location. Integrating a CRM to assist with trade show operations can ensure no leads are lost throughout the day, and all their important information is logged and saved in a secure location. Additionally, most CRM's can be integrated with marketing automation platforms to easily and immediately begin cultivating your leads and turning them into customers.

The goal should always be to make your lead cultivation process as efficient and simple as possible, which is why an intuitive appointment setting tool is so valuable at trade shows. When interacting with potential leads at trade shows, you can skip the entire lead cultivation process by having them set up an appointment with your company right then and there.

Appointment Setting Tool

Marketing Automation Platform

Once you have obtained your leads from the trade show, you can run exceptionally powerful marketing campaigns by utilizing a marketing automation platform like HubSpot. These robust and intuitive platforms are capable of creating automated marketing campaigns that can convert leads into customers at a high rate. Another benefit of marketing automation platforms is their ability to integrate with various marketing channels, such as social media, email, and web pages, so you can effectively reach your leads wherever they are.

BOOTH STRATEGY

Be Clear

It's crucial that the design and signage associated with your booth sends a message that simply and clearly explains what your company is all about. Delivering a clear message with your booth will generate interest from the trade show attendees most valuable to you, and attract more overall attention from potential leads.

Be Unique

While simplicity is key, it's just as important to be unique and wow your target audience with a one-of-a-kind booth. This can be accomplished with eye-catching booth colors, intriguing trade show marketing material, freebies, or games for attendees to play and win prizes. The goal should be for your booth to showcase the personality and character behind your brand while leaving a lasting impression on everyone who visits it.

Use a Theme and Storytelling

Consumers value the story behind a company, now more than ever. A trade show booth is an exciting marketing opportunity to tell the story of your company in a unique and compelling way. Use design elements and marketing materials from your booth to share what your company is all about, and the role you play in the world.



SELECTING THE MOST EFFECTIVE TRADE SHOW **BOOTH STAFF**

What Resources Do You Want?

When you initially begin to consider your tradeshow booth staff, it's important to decide which resources will be important to have on hand. You want all significant elements of your company, such as sales, marketing, and leadership, to be well represented with your top talent from each department. Possessing a well-rounded staff ensures that your company is presented in a positive and authentic way. It also never hurts to bring an IT person with you just in case any technical issues arise during show hours.

Train

Trade show specific training is what will help your staff perform at optimal levels. Train your trade show staff to efficiently explain your company and its story in an effective and compelling way, while also preparing them for the fast-paced—and at times stressful—environment of a trade show.

Vonazon People

If you need additional friendly, fun, and experienced staff to represent your company at a tradeshow, Vonazon has you covered. Our representatives arrive a day early to spend a full day with your company to train on your product or service, and its competitors. All Vonazon staff possess years of experience in various industries, are punctual, educated, and are excellent additions to any team.

Knowing How to Engage Visitors

It can be difficult to stand out amongst your competitors at trade shows, so your focus should be on how to engage attendees with your booth and your friendly staff. Activities like fun mini-games or freebies can create engagement at your trade show booth, and your all-star staff can take it from there and begin generating high-quality leads.

REVIEW KPIs

REVIEW YOUR KPIs

Booth Check-Ins

Tracking how many attendees visited and interacted with your booth is a valuable metric that can be used to track trade show conversions. This can be accomplished with a sign-in sheet, or by having a member of your staff manually track booth visitors.

Appointments and Leads Generated

Now that you have booth visitor data, you can compare this number with the total amount of appointments booked and leads obtained to determine your trade show conversion rate. This will show you the percentage of visitors at your booth that become leads, and where improvements can be made.



REVIEW YOUR KPIs CONT.

Revenue Generated

The amount of revenue generated from a trade show can be tracked various ways and will often differ from company-to-company, since some will sell their product at the trade show itself, while others are solely there to generate leads. Whether it requires immediate or long-term tracking, knowing your revenue generated through a trade show is a significant metric that can be used to ensure trade shows are profitable ventures for your company.

ROI

ROI is everything when it comes to trade shows. While the exposure associated with attending a large trade show is a huge benefit, the goal should always be to produce a profit. When calculating your ROI, include all expenses associated with the trade show such as lodging, marketing materials, registration fee, and transportation against revenue generated from sales at the trade show and leads obtained that were successfully converted into a sale. Not every show has to be a home run, but tracking your ROI at every show can provide insights into what types of shows are most profitable, and which staff combinations performed the best.



POST SHOW FOLLOW-UP

After the show, categorize your leads by strength, and reach out accordingly.

A Leads:

Those who spoke to sales and were actively qualified and prepared for a sales conversation. These are the highest quality leads and should be contacted within one business day.

B Leads:

Spoke with sales or a marketing representative and answered positively to at least three to four qualification questions. Reach out via phone or email to set up an appointment with sales.

C Leads:

All other leads, typically individuals who showed interest by collecting marketing material or freebies in exchange for some of their basic information like an email address. Begin to take them through the buyer journey designed for your product or service.

See You at the Show!

Trade shows require significant planning and execution to fully reap the benefits they have to offer, such as unique opportunities to vastly expand the reach and reputation of your brand while generating high quality leads. With eye-catching and unique booth design, the right mix of staff, effective training, and diligent tracking, every trade show will be an exciting opportunity to bring your company to the next level.

GET A FREE EVALUATION

GET A FREE EVALUATION NOW

THE VONAZON DIFFERENCE

Marketing exists to help support sales and establish brand identity. We carry this fact with us throughout our work, recognizing that the solutions we provide as an agency must be valuable, measurable, and provide a positive impact on our partner's ROI.

Our growing team of skilled marketers makes it our mission to proactively improve our partners' businesses. Through consistent research and joyful collaboration, we work together to help you grow. Marketing isn't just our job; it's our passion.

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