

**TRADE SHOW LEAD
CONVERSION SECRETS
FOR HIGHER ROI**

A REPORT ON CREATING AN OUTSTANDING
TRADE SHOW PRESENCE AND MEASURING IT

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"Begin With Specific Goals For The Trade Show"

So, you're thinking about showing at a Trade Show. They represent a significant opportunity to enhance your brand and product visibility, promote new and existing products, generate leads, and drive incremental sales. Exhibiting enables you to stay on top of the latest industry trends, gain competitor insights, make key industry contacts, and solidify relationships with current customers. Whether you are participating in a major international trade exhibition, an annual industry event, or just a local trade fair you're going to want to leverage all aspects of your trade show involvement.

Now, I won't pretend to know your booth size or strategy to get leads at this point, But I can tell you this: It can't possibly be to blend in with the other 50 booths in the aisle! Even though your product or service may get some looks, you'll need more than that to connect with key contacts on the spot to get sales where you want them for the rest of this year and next year. You've got some planning to do!

This planning can't start a month before the show. It doesn't even start two months in advance. To do it right you'll want to begin planning anywhere from six months to a year before the show.

Trade show marketing is a very strategic process. It begins with specific, clear goals for the show. What is your message and your strategy to deliver it? This includes all your online and offline promotions, any handouts and even the giveaways you distribute. It is no simple task and not every trade show is the same, but this report can help you take it one step at a time to have a successful inbound trade show that achieves high return on investment (ROI).

Trade Shows are simply another form of the many media of advertising options available to you. (things that you can spend money on to deliver your message). The ending result must be held just as ruthlessly accountable as print advertising, TV commercials or Google Adwords.

Look, you're spending precious capital to gain new sales. You need to make sure that the money you're spending will accomplish this goal. Figure what the cost will be and if it's worth it. More importantly, figure out if you will you make up the money you spend on this trade show in new customers acquisition and increased revenue. By this I mean actually sit down and crunch the numbers to figure out the ROI of sending your staff to the trade

show. Perhaps you could be doing some other advertising that is cheaper and more effective to generate those new leads? If, after that, a trade show still seems like a road you want to go down -- so be it. Let's dig a little deeper.

**"Will You make back the money
you spend on trade shows in new
customers and increased revenue?"**



CHAPTER 1

SETTING

GOALS &

PICKING

CALLS-TO-

ACTION

"Determine Your Goals And Metrics"

Your advertising should help your business achieve specific goals and metrics. Trade shows present an opportunity to get quality leads, spread brand awareness and meet other objectives. The goals of trade show marketing can include:

- ① AN INCREASE IN NEW LEADS AND SALES
- ② AN INCREASE IN ORGANIC AND DIRECT TRAFFIC
- ③ AN INCREASE IN SOCIAL MEDIA FOLLOWING
- ④ AN INCREASE IN EMAIL AND/OR BLOG SUBSCRIBERS

As you set your goals you should get clear on what metrics you want measured and how you'll measure them. This way you can track your progress and make sure you're getting the leads you need. It's smart to have well documented evidence about the performance of your exhibition (even if it's poor).

Analytics Software called KPI (Key Performance Indicators) can measure social media reach, landing page conversions, new leads and customers such as these:

<http://hubspot.com>

<http://scoro.com>

<http://insideview.com>

IDENTIFY THE CALL-TO-ACTION

Once you set your trade show goals and decide what metrics you will use to track progress, you will need to figure out how to get there.

What will be the means of achieving your goal?

Do you want the main draw to be about whatever you hand out? Or do you want your signs to get people's attention? Is there something interactive going on in your booth such as a live presentation that will bring visitors in?

While crafting this strategy, think about what your Call-To-Action (CTA) will be. Your CTA should be integrated into every aspect of your strategy because, ultimately, it will be the key to reaching your goal. Think of an effective Infomercial. At the end it would say, "Call right now and we'll double your order" etc. Consider the CTA's role in everything, including your booth, signs, the live presentation, landing pages, goals and metrics.

A call-to-action (CTA) prompts visitors to take action, such as subscribe to a newsletter, view a webinar or request a product demo.

It's sometimes called a "Lead Magnet". But, it should direct people to landing pages, where you can collect visitors' contact information in exchange for a valuable marketing offer. In that sense, an effective CTA results in more leads and conversions.

BOOTH

LANDING PAGE

HANDOUTS

CALL-TO-ACTION

VISITS & LEADS

LIVE PRESENTATION

METRICS

In trade shows, as in all other advertising campaigns, the call-to-action remains the key element connecting your marketing goal with the means of achieving it. Ask people from different areas of your company to brainstorm on what your core message will be. You probably already know , but make sure it can be easily delivered and understood at a trade show.

There are other parts of your company that can benefit from a trade show. Simply including them in the process of figure out your

strategy can really improve your presence at the trade show.

After you figure out your main attraction and messaging, your overall strategy can come together. Everything from the signs, handouts, live presentations, giveaways and activities will relay back to your messaging and goals.

CREATE A CUSTOM LANDING PAGE

One way to use a Call-To-Action is to link it to a landing page that is tightly connected to the overall campaign. You might offer free material, such as an ebook or whitepaper, that relates the messaging of the trade show. That is why you need to ensure that you can easily customize the language on your landing page.



Sending trade show attendees to a landing page on your website will also provide you with an opportunity to gather information about them. Monitor the conversion rate of that landing page. If it's lower than your average, consider ways to optimize the page and make it even more appealing, (e.g. shortening the form or including a video with testimonials).

You want to be able to keep tabs on who is interested in your company and how you can follow up with them later, especially after they speak with potentially hundreds of companies at the trade show. Your landing page form can include trade show-specific questions that will make it easy for your sales team to follow up with the most engaged leads.



Your CTA should have a lasting impact. When people attend trade shows, they may get caught up in the moment and seem excited about your company. However, when they leave, that excitement may wear off. If your CTA brings them back to your company's website after the trade show, you are more likely to convert them from a lead into a customer.

Your CTAs should be everywhere. They should be on your signs, handouts and giveaways. They should be mentioned in conversations when people visit your booth. If you hire a trade show presenter they should thread it into their speech. Everything you say and do at a trade show should bring you back to your CTA.

So before you continue with planning your trade show marketing, you need to be fully aware of what your CTA is and what action it's prompting the visitor to take. Knowing this will bring your whole campaign together.

"Put your CTAs everywhere"



FOCUS ON AN INBOUND APPROACH

At a Trade Show everyone will have a cookie-cutter booth. You put your logo in a few pre-assigned areas, place your handouts in the stand and have your LCD TV show images of your product or service. If you take a look at the booth next to yours, you'll probably see the same thing. The only difference may be that your neighbor is handing out branded magnets and you are handing out branded pens. The key to making your trade show marketing successful is to do something that makes your booth stand out.

"Make Your Booth Stand Out"

Let's begin with your booth. This is going to be the most expensive investment you'll make. Do you even need to buy a booth? Can you create something on your own that stands out? Maybe you can have a lounge or activity area that ignores the booth structure entirely, and achieves the same goals that you have set for the trade show. It may cost extra to have something "different," but the price is worth it if it attracts and captures. You can then create a more memorable experience and lasting impression so people are talking about you way after the trade show is over.



AB Sealer Booth At The PACK Show In Las Vegas, NV

Now it's time to think wardrobe. The majority of people there will be in business suits. Integrate your wardrobe into your messaging. You may be concerned that it is not as professional and will not be accepted, but really it will fit into your strategy even more. Anyone walking by the booth area may ask you why you are dressed differently: another excuse to talk about your theme and message.



Wardrobe For Eye P Solutions At ISC West Show, Las Vegas, NV

Decide on what type of signs you want to have. The biggest trade show sponsors will have large signs hanging from the ceiling. Other sponsors may have a sign near the aisle, so people will see it as they pass by. But what can make your sign really stand out? It may be the message that gets the attention of people as they pass by. Or you may not even hang your logo from the ceiling but something else that will attract people to your area like a spinning wheel. Be creative. Think outside the box. Do something extraordinary!

I mentioned Live Presentations earlier. You can hire a Professional Sales Entertainers to deliver your core message.



A Live Presentation At The PACK Show In Las Vegas, NV

"Statistics reflect that an energized presentation can triple..... even quadruple the lead count produced by a straight demo."

Live presentations create an air of excitement at the booth. A high impact, dynamic presentation will let show visitors drop their psychological guard and become receptive to hearing your message. With a quality program that's unique, show visitors talk about it, this can bring additional people to the booth.

MAKE HANDOUTS ONLINE FRIENDLY

Though handouts bring the risk of getting lost amongst all of the other papers that companies hand out at trade shows, people do request them. Often, someone will go up to your booth, ask for information in the form of a handout, and leave if you do not have it. So to be safe instead of sorry, have handouts stacked and handy but don't rely on them solely. Use them as part of your core strategy. How will your handout stand out? You could include a QR code on it.

Or create a hashtag to include on the handout to encourage others to give you feedback while they are at the trade show about what they want to see and hear. Take that feedback and incorporate it on the go into your strategy.



QR Code For A Giveaway At The Consumer Electronics Show Las Vegas

CTAs SHOULD BE MOBILE FRIENDLY

Take your call-to-action a step further and make it more easily accessible and irresistible. Instead of simply saying, “Go to my website,” turn it into a QR code.

Not everyone will be able to read the QR code, but those who do, will appreciate it being in this form. To create a custom QR code for your company, you can visit websites such as these:

<http://kaywa.com>

<http://GOQR.me>

<http://Microsofttag.com>

Put the QR Code on all your resources, including handouts, presentation slides and even non-paper materials. Test it out to make sure it works by downloading any QR Code reader on your smartphone. Simply hold up your phone's camera so it looks like you are about to take a picture of the QR code. It will then lead you to a website (that should be optimized for mobile devices). For people who rely on their smartphones for everything this can be a great way to give them the resources they want and prevent them from losing your company information.

ENCOURAGE INTERNAL COMMUNICATION

Get input from others in your company on the trade show. You will most likely hear ideas that the marketing department may not have previously considered and find new ways to incorporate your business initiatives into the strategy.

As you are planning these discussions across the company, encourage people from different departments to attend. Every team can bring new perspectives and enrich the trade show planning

process. Before you leave for the trade show, have a dry run. Go through everything that could go wrong. This may sound pessimistic, but it can actually be very valuable. Generally, only a few people are completely dedicated to preparing for the trade show. Getting an outsider's view can help to think of other angles that may not have been considered.

Finally, make sure everyone at your company knows why you are going to the trade show in the first place. What will make it a win. Companies spend a lot of money on trade shows, and it is helpful for employee morale to explain why it is an important business initiative.

#FantasticTradeShows/Leads

Hashtag For Fantastic Trade Shows

CHAPTER 2

HOW TO PROMOTE THE EVENT SOCIALLY

"Keep your over arching goal in mind every step of the way."

After you have decided on a call-to-action and mapped out your messaging around the trade show campaign, you can focus on promotions. As you start that process, don't lose sight of your main goal.

If you decided to have your CTA lead to a landing page, create the landing page. If you need help creating a landing page here is a valuable resource. <http://981media.com>

Come up with an offer that you don't think trade show attendees will be able to resist. For instance, the offer can include remarkable (and free) content, a chance to participate in a contest or win a giveaway.

Let me offer some GREAT examples of booths I've worked with . .

We have one Client that licenses band names. How do you promote that?

We had them place photos of rock stars on big banners that look like drivers licenses, eg. "Get your band license here".

Imagine seeing this from a distance. A big driver's license with Britney Spears or Aerosmith hanging from the ceiling. You're going to get that concept, no question.



Another Client created Chroma software for photographers. Now if you don't know what that is, Chroma Software helps photographers who shoot things in front of a green screen. Later they take that green away, and can put their subject in a deserted island, downtown NY or the even The Moon. This software automatically does that for them. In order to help them stand out we covered the entire booth in green, the tables, walls, floors, pens, green shirts and green pants. Everything was green except for a big photo of a camera with their

logo on it, which was in full color. Photographers, which their target market, see this, instantly understand it and want more information. Plenty of other people at the show were selling Chroma software, but only one booth was doing this.



Whatever you decide on, make sure it is valuable enough for visitors to fill out a form to access it. That is the transactional step which will enable you to gather data about your trade show audience.

It is important to keep your over arching goal in mind every step of the way. This includes the offer itself. Whether you decide to offer a webinar, ebook, whitepaper or something else, you need to make sure that the information you are providing helps you achieve your goals.

It should further expand on the message you are trying to convey at the trade show.

START SOCIAL PROMOTION EARLY

After you have nailed down your call-to-action and prepared your offer and landing page, you need to start getting the word out. This process cannot start early enough.

Thankfully, social media provides a great platform for this early promotion to take place. Channels like Twitter, Facebook, LinkedIn, YouTube and Google+ will enable you to complement your other promotional efforts, such as email blasts and press releases. In fact, social media can be easily incorporated in all exiting initiatives and give them an extra boost.

For instance, you should remember to add social media sharing links on your trade show registration page. Make sure you include social buttons that include counts to build social proof:

CONSIDER LAUNCHING A CONTEST

If you are launching a contest or giveaway like I mentioned, bring a

social element to it. Encourage people to start spreading news around your event and brainstorm some ideas to reward them for their evangelism. There is nothing like a little competition to get people excited. Creating a contest to attract attendees to your booth area is a great way for people to learn about your brand in advance and be more excited before they walk into your space.

Remember to have the contest relate to your overall strategy. If you have a product sample you can give out, reward people with that. If you provide a service, give people a chance to try it out. If possible, try giving out something unique that other companies cannot or don't offer. For instance, you can create a book bundle that has been customized for the taste of your target audience and handpicked by your CEO. Another easy-to-accomplish reward idea is to design your own T-shirts with a witty or entertaining message that people would love to show off.

Now let's explore how exactly you can use the five big social media channels out there to spread the word about your upcoming trade

show presence . . .

TWITTER

Start by creating a Twitter hashtag and whenever you tweet about the trade show, include both the hashtag and a link to the registration page.

Write and schedule a ton of tweets leading up to the conference.

Naturally, the language you use in your Twitter message a few months before the trade show should be different than the message you send out a few days before the trade show. In the beginning, you need to keep people on the edge of their seats in the hopes that they continue to watch your Twitter account to get more information. You don't want to spoil all of the surprises you have in store, but you want people to know that you are about to announce a lot more information.

Make sure you are responsive to people who ask you questions on Twitter. Showing that you are engaging on Twitter goes a long way

with people. Take it a step further and show your industry knowledge

by tweeting about other relevant content. Remember that people don't want to just hear about your company. They want to hear about the industry and see that you are a leader. Throughout the promotion process, keep it inbound.

FACEBOOK

Facebook events are great to remind people of dates and times of events, but they should not be the only way Facebook is used for trade show marketing. A lot of people will not take Facebook events seriously, so the social network needs to also be used to publish short messages relating to the trade show. Post updates about the trade show, but also include links to other promotional materials, whether it is a video or your landing page. Images receive a pretty good click through rate on Facebook, so consider posting images of previous events on your company page. Flickr and Google+ are other channels that are great to post photos to. Of course, make sure the description of these images include a link to your event!

LINKEDIN

On LinkedIn, you can use a similar tactic as in Facebook by creating an event and publishing updates. The professional network enables you to go one step further by posting information in groups that are relevant to your trade show.

If you are going to a trade show with a lot of marketers, look for groups that target marketers. LinkedIn may even prove to be more beneficial than Facebook because it is looked upon as a way to network and learn more about your industry. For instance, I recently found that LinkedIn is 277% more effective for lead generation than Facebook and Twitter are.

GOOGLE+

Don't forget about Google+. Even though this is a fairly new platform, it can still be very valuable to get in touch with some of your audience. Google+ is a marketer's dream to really segment

messaging depending on who you want to get in touch with.

Utilize Google+ *Circles* to segment between your different audiences.

For instance, you can share specific messages about the event with people who are in the same geographic area. The network's strong tie to SEO will also help you increase organic traffic to your trade show page.

YOUTUBE

Another way to quickly grab the attention of a new audience is to create a video and publish it on YouTube. You can even use a screenshot of the video to include in your email campaign. The videos can be promotional but then even be adapted to play in your booth during the trade show.

Not sure what your video should feature? Include footage of your guest speakers or interviews with past event attendees. Have your trade show presenter record a video delivering your message.

Whatever content you feature, don't forget to include your call-to-action in the video itself.

CHAPTER **3**

7 TIPS TO EXECUTE ON EVENT SITE

"After all your hard planning work is over, you can begin to worry about the trade show itself."

After all your hard planning work is over, you can begin to worry about the trade show itself. Be prepared for long hours spent on site, exhaustion and a lot of detailed questions from people who have been bombarded by companies all day.

TIP 1 COLLECT LEADS IN AN INBOUND WAY

When you get to the trade show, you will be given a lead retrieval scanner. Even though they are effective and a lot of people expect to be scanned (and will even ask to be scanned if they are interested in your company), scanners are not inbound.) Try to find a different way to find contact information for a person. For example, create an

interactive contest in your space, in which you can find out information about the attendee while giving them a glimpse at your company.

TIP 2 CONNECT WITH YOUR BOOTH VISITORS

Get to know the people who come up to your booth area. Ask them what challenges they face at their jobs and figure out how your company can make their lives easier. Connect with them in a personal way so that you become more memorable to them. Don't forget to take notes on some of the topics you have talked about with people who come to your booth. That information will be vital when you follow up with them in the future. In addition, you can use your notes for potential blog articles or other marketing content.

TIP 3 MAKE YOUR BOOTH WELCOMING

Make your area alluring, but not just physically. Sure, paying more for awesome signs and decorations is a great first step, but it might not help you stand out from the crowd the way you want. Your booth space should exude welcoming vibes and make people want to meet

you and not necessarily because of what you are going to give them. Put some thought into hiring a trade show greeter.

TIP 4 EXPECT SOMETHING TO GO WRONG

Something is going to go wrong. It is just how events go. But you can react differently when things go wrong to ensure that your presence at the trade show is still successful. Part of your planning phase was figuring out how to react in situations if something went wrong.

Stay calm, and put that plan into action. Many times you will be the only person to notice that something went wrong. Continue executing your plan professionally and with poise, and you have nothing to worry about.

TIP 5 DON'T BE AFRAID TO MAKE CHANGES

The trade show attendees may react positively to parts of your strategy and negatively or neutral to other parts. Don't be afraid to focus your efforts on what seems to be working and cutting the other parts. You ultimately want to maximize your ROI, and if that means cutting something that took a lot of time and money, you need to do that.

TIP 6 MONITOR SOCIAL MEDIA

Make sure you have someone monitoring your social media accounts.

Many times, a person's first instinct when they have a question for you is to get in touch with you via social media. Have someone monitoring your Twitter account and hashtag for the trade show.

Make sure you are consistently checking for people's comments on your blog posts promoting the trade show, Facebook and Google+ posts and even YouTube. Someone may be interested in coming to your booth but have trouble finding it. Of course, there are maps at trade shows, but it is very handy to be able to immediately give people information about your location.

TIP 7 KEEP YOUR STAFF ENERGIZED

With the long hours and few to no breaks, you need to make sure your staff is energized throughout the whole event. Have an emergency bag on hand with water, granola bars, sugar, tissues, breath mints and other items you think your staff might need on short notice. You will be surprised how big of a difference having these on hand will make.

CHAPTER 4

TRADE SHOW POST-EVENT CHECKLIST

"Just because the event is over doesn't mean your work is over."

Just because the event is over doesn't mean your work is over. In addition to figuring out your ROI for the event, you have to figure out whether or not your presence was successful. You want to follow up with the people you spoke to. ROI is not dependent on just the events at the trade show, but on many events that happen afterwards.

COLLECT FEEDBACK

First, see what people said about your presence. Did they tweet using the hashtag? Did they check in to your Foursquare location or post about you on Facebook? Most importantly, were their comments positive or negative? Collect constructive insights by emailing a survey or launching a Facebook poll question.

Get in touch with the people who wrote about you, and thank them for being part of your trade show experience. Keep in touch with these

people even if they are not leads. They are helping you generate brand awareness and exposure and will continue to do so if they are treated well.

FOLLOW UP WITH YOUR LEADS

Next, follow up with your leads. Having the face-to-face contact from the trade show is so helpful to get your foot in the door to sell to them. Look over some of the notes you took at the trade show, and make initial contact soon after the trade show. You may have a long list of people you need to contact, but you or your sales team should get in touch with them in the first two weeks after the event. The leads you get from trade shows will be highly qualified, and it is important to make them a priority.

ARCHIVE RESOURCES & CREATE NEW CONTENT

As you continue to see what people are saying about the event and follow up with your leads, generate your own content about the trade

show experience. What do you think was successful, and what do you think needs help for the future? What advice can you give to people who are just starting out at trade shows? Take the opportunity to show off your knowledge on the subject.

ACCUMULATE SEO POWERS

After the event is over, you should also make sure you update your registration page. Include links to some of the articles that were written about the trade show that just took place or perhaps change the wording to reflect information about a future event you are hosting. Make sure that the articles link back to your website for additional inbound links. It is important to keep the same website with updated information to build SEO authority.

MAINTAIN THE BUZZ

And finally, continue the conversation on social media. Monitor the hashtag. See if people are looking for answers to questions about your company. Months later, there could be more valuable content

that comes up on social media. You put in a lot of time and effort to make your trade show successful, and you should continue to get as much out of it as you possibly can.



CHAPTER 5

HOW TO MEASURE YOUR TRADE SHOW MARKETING

"How do I measure whether or not my trade show was successful?"

Part of determining whether or not your trade show presence was successful is measuring your results. You should walk away with not only contact information but specific data that can help you figure out what worked and what didn't work. What is more, you'll need to know whether you are getting a good return on the investment and efforts you spent for the trade show.

In this section of the guide we will look at specific metrics you should monitor in order to track progress.

NEW CUSTOMERS

Did your trade show marketing result in any new customers? You can tell that by looking at the life cycle of event registrants. You need to implement closed-loop marketing in order to look back and track the evolution of registrants into customers. You should be able to look at

the trade show registration page, with all its submissions, and dive into the number of new sales that resulted from them.

The top goal of almost every trade show exhibitor is to make more money for his or her company and sign on more customers. By using closed-loop marketing, you will be able to convert visitors to leads and customers. After the next sales cycle ends, take a look at how many of the trade show attendees became customers. Figuring out the ROI this way can help you convince your boss that the trade show was worth it and you should do it again in the future. Keep in mind that your initial investment may be a lot, but the long-term results may be beneficial for your company. Be patient and wait a reasonable amount of time to see whether or not the trade show was worth it.

Landing page analytics can give you data on number of new customers from a single landing page.

Name	Views	Views to Total Submissions	Total Submissions	New Leads
Free Guide: How to Use Google+ for Business	138,171	56.5%	78,061	16,780

NEW LEADS

If the goal of your trade show marketing efforts was to expand your

database of leads who you can then nurture and push down the sales cycle, make sure you are measuring that number of new leads generated. Again, if you are using sophisticated marketing software, you should be able to tell what portion of your submissions are totally new to your system.

By focusing on this metric, you can identify the types of offers and content that attracts a new audience. For instance, such intelligence can help you determine what topics and speeches to plan for your next trade show. For this purpose you can also look at your visitor-to-submission conversion rate and make sure that doesn't drop below your average. As you are measuring your performance, be sure to optimize your landing pages for the next event.

DIRECT TRAFFIC & ORGANIC SEARCH

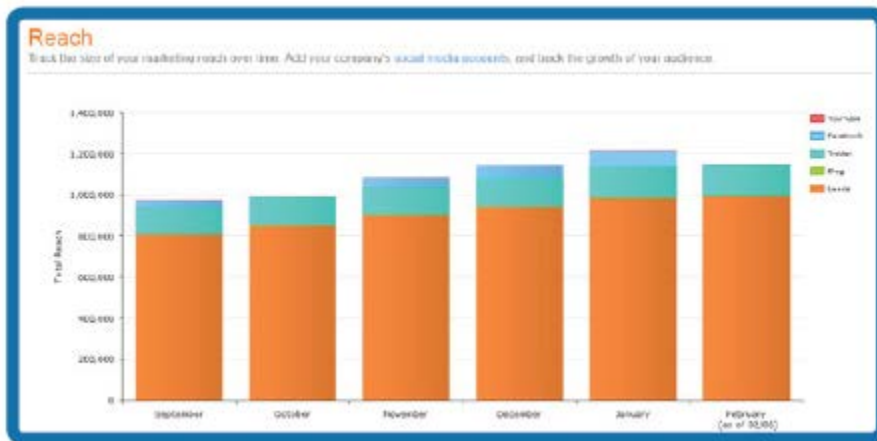
Part of having a successful trade show presence is making sure your company gets a lot of brand awareness. One way to measure this metric is to look at your direct and organic traffic that is coming to your website. Just as your CTAs should be everywhere, your brand should be everywhere.

By direct traffic I mean, people directly typing in your company's URL in a web browser. By branded organic traffic we mean visitors who arrive on your site by searching for your company in search engines. A trade show should impact both categories. As more people encounter your brand and CTAs, you should see an increase in direct traffic and organic search to your website.



SOCIAL MEDIA REACH

Did the trade show help you meet your social media goals? Have you noticed an increase in the number of followers you have on different social networks? After the trade show, take a look at what channels were the most successful. See if there was a noticeable spike in Twitter fans, Facebook followers and members of your LinkedIn page.



Identifying which channels were more successful can be helpful as you figure out what to spend the most time on. Checking analytics and testing certain channels over others while at the trade show is a great way to get the most out of your time and become better at prioritizing effort at the next event.

Naturally, you have access to other social media analytics that can also prove helpful. You can learn a lot about what worked and what didn't work from social media. People will also tell you what they really think about your campaign online. For instance, you can check:

? How often was your Twitter hashtag mentioned?

? Were certain parts of the day more popular than others?

? What are people saying on your blog posts?

? Are your links being shared on personal social media accounts?

? How popular were your YouTube videos?

ASSESSMENT

"Was your time well spent? Did you meet your goals and objectives?"

In this report, I walked you through the process of planning, executing and measuring a trade show. I placed the most emphasis on the importance of setting the right goals, keeping them in mind while the event unfolds, and then following up on these goals by tracking their metrics.

Through this structure I wanted to prompt you to ask some questions that are key to trade show marketing success. Was your time well spent? Did you meet your goals and objectives? Did you get any new

customers in a normal sales cycle? and most importantly, What was your ROI?

Continue to assess the impact of your trade show a few months after it is over. As you answer the questions above, figure out whether or not trade shows are the best option for your business. Often trade shows seem alluring because of the number of people who attend, but they don't always help your business. With careful monitoring, you can figure out whether or not trade shows are the right business move for your company and plan accordingly for future events.



Alexander Great wants to create an effective Trade Show Strategy for you and your company! He has a degree in marketing and business administration from The University Of Southern California and had spent the last 20 years as a corporate meeting and trade show consultant. He's the author of the book 25 Event Blunders And How To Avoid Them, and has

worked with hundreds of companies such as Fox, Medtronic, Michebag, CBS, Extreme Networks, Princess Cruises, St. John Knits, and Disney to name just a few.

Version 2. Instead of paying Eric another \$200. I took Joe's Consumer Awareness and came up with this:

**THE EXHIBITOR'S
GUIDE TO
GENERATING LEADS
AT A TRADE SHOW
FOR A HIGHER ROI**

THIS IS AN EDUCATIONAL SERVICE
PROVIDED BY FANTASTIC TRADE SHOWS

How to avoid Five Trade Show Rip-Offs.

6 Costly Misconceptions About Exhibiting At A Trade Show

The 7 Dangers Of Making The Wrong Choice When Exhibiting At A Trade Show.

8 Mistakes To Avoid When Choosing A Trade Show Presenter.

Why You Want A Clearly Defined Trade Show Strategy

Why You Want A Stress Free Trade Show

Why You want A clear Trade Show Presenter

100% No Risk Guarantee

4 Steps

Dear (Contact First Name),

I prepared a special webinar for you called [Trade Show Lead and Conversion Secrets](#). In it, I will show you how to generate more leads at your trade show and qualify those leads even before they get to your booth. You can use these techniques to build a more targeted trade show list, increase booth engagement and even broadcast your company message so everyone at the trade show is talking about you.

In fact, here are just a few of the secrets I'll reveal on this incredible webinar:

- How to pick the right giveaway items that generate the right kind of traffic.
- How to make attendees remember you for months after the trade show.
- How to broadcast your company message so that attendees know what your company is about before they walk up to your booth.

... and much, MUCH more!

Don't miss this breakthrough webinar that will finally get you the success you want with increasing trade show leads!

Regards,

Alexander

alexander@fantastictradeshows.com

877-322-9695

2

Dear (Contact First Name),

If I told you that your booth could go VIRAL and be the talk of the trade show floor at the upcoming _____, you'd probably think that would require some sort of magic formula.

You're right. It does!

We recently invited you to join Alexander for his special webinar, [Trade Show Lead Conversion Secrets](#). Hopefully by now you checked it out and are ready to take the next step to ensure that you surpass your goals for qualified leads from the _____ Show.

Still not convinced that Alexander can help? You will be after you check out the video here and see him in action. Click the video link above to explore Alexander's show and then [email me](#) to set up a FREE no-obligation trade show marketing consultation call with Alexander.

Regards,

Alexander

alexander@fantastictradeshows.com

direct: 443-692-7695

3

Dear (Contact First Name),

Does anyone remember your trade show booth a few days or even weeks after a show ends? With hundreds of other products and services around you at a show, how can you ensure that *Company Name* receives the attention it deserves?

Let others tell you about their memorable experiences with trade show magician and Fantastic Trade Shows founder Alexander Great. Check out some [reviews](#) of his results from past clients, then contact me to learn more about how Alexander can work some magic for you at *Contact Trade Show* and ensure that you return home with a long list of qualified leads.

Regards,

Laura

laura@alexandermagic.com

direct: 443-692-7695

4

Dear (Contact First Name),

I recently sent you information on trade show magician Alexander Great. I hope you enjoyed the videos of him in action and the testimonials from happy companies.

I get it; you probably

never considered using magic as part of your marketing plan. You're serious about profits and don't have time for magic. But if you listen to Alexander's [interview with Todd Youngblood on The Trade Show Show](#), you'll discover that MAGIC MEANS BUSINESS! A professional trade show magician's performance can ensure that your booth at ___ sees a GUARANTEED increase in traffic, more badge scans, and more time spent by attendees learning what *Contact Company Name* can offer them.

If you are grappling with how to keep attendees spellbound while concentrating on your core message, call us!

Regards,

Laura

laura@alexandermagic.com

direct: 443-692-7695

5

Dear (Contact First Name),

____ is fast approaching. Have you determined how *Contact Company Name* will stand out among the ____ other exhibitors at the show? AlexanderMagic put together a customized [trade show package](#) to show you how to do just that! Please take a look at the trade show performance package that we created for you. If you are ready to book or have any questions about how Alexander's magic will make visitors to your booth clog the aisles, let me know.

Regards,

Laura

laura@alexandermagic.com

direct: 443-692-7695

6

Dear (Contact First Name),

On behalf of illusionist Alexander Great, we hope you enjoyed a successful showing at ____ in Las Vegas. If you want to enlist some help with attracting qualified leads to your booth at future trade shows, it's not too early to start planning. Check out Alexander's special webinar, [Trade Show Lead and Conversion Secrets](#). In it, he will show you how to generate more leads at your trade shows and qualify those leads even before they get to your booth. You can use these techniques to build a more targeted trade show list, increase booth engagement and even broadcast your company message so everyone at the trade show is talking about you.

Don't miss this breakthrough webinar that will finally get you the success you want with increasing trade show leads, and be sure to call us when it's time to plan your next show. We'll

be happy to help you generate more leads and keep them talking about you months after the trade show ends!