



*Present*

# Exhibit Marketing 365

**How to Stay In Front of Your Market  
So You Are There When They Are Ready to Buy**

## **Participant Learning Objectives:**

*By the end of this webcast,  
you will...*

1. Discover seven big marketing mistakes.
2. Walk through a four step formula for marketing success.
3. Learn pros, cons, and best practices for various marketing media.
4. Overview NSTA marketing opportunities – year round and conference related..
5. See a sample 365 NSTA integrated marketing campaign.

## 7 BIG Marketing Mistakes

1. \_\_\_\_\_ media
2. Looking like everyone else
3. Weak \_\_\_\_\_
4. Not enough frequency
5. No clear \_\_\_\_\_
6. Not tracking response
7. Not enough follow-through

## Two Sides to Marketing

- **Strategic:** What you say, how you say it, who you say it to.
- **Tactical:** What media you use, how you use it, when and how often you use it.

## The Marketing Equation

Four-step formula for marketing success:

- I \_\_\_\_\_
- E \_\_\_\_\_
- E \_\_\_\_\_
- O \_\_\_\_\_

### Step 1: Interrupt

1. We are \_\_\_\_\_ with the volume of marketing messages received on a daily basis.
2. We \_\_\_\_\_ very little of what we see or hear.
3. We \_\_\_\_\_ with very little of what we notice.
4. *How do you interrupt people?*



## Understanding the Human Brain is the key to Interrupting

- **Alpha State:** Going through the motions – partially alert.
- **Beta State:** Engaged & fully alert.
- **Reticular Activating System:** Part of the brain that stores information on things that are important and relevant to us.



➤ Images and headlines in marketing are the “interrupters”.

## 4 Steps to Improve Marketing Interruption Power FAST!

- Ask “What situations cause someone to think about what you offer?”
- Write headlines speaking directly to these situations.
- Use visual imagery supporting message.
- Integrate strong headlines and supportive imagery into all marketing media.



### Step 2: Engage

Once interrupted, our brain quickly scans for additional clarifying information by asking:

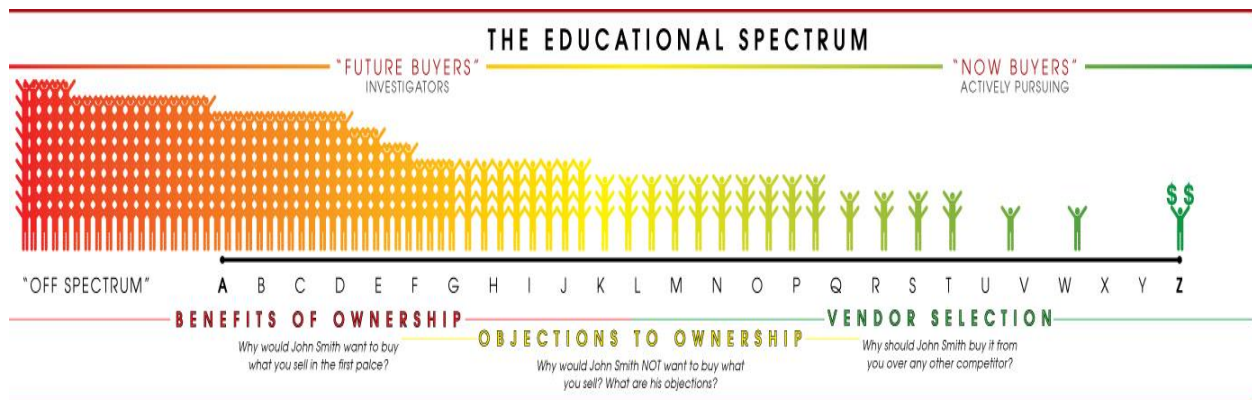
1. Is this \_\_\_\_\_ to me?
  2. Is this \_\_\_\_\_ to me?
- Sub-headlines are the keys to engagement.

### Step 3: Educate

1. We want to make informed, intelligent buying decisions.
  2. We tend to resist hype, platitudes, and pressure.
  3. The purpose of good marketing is to educate buyers so they can make informed and intelligent decisions without hype and sales pressure.
- *How well does your current marketing program educate buyers?*

## HUGE Marketing Insight

- **FACT:** At any given time only a small percentage of your market are “ready” buyers.
- **TRUTH:** Most companies marketing is designed to only talk to ready buyers.
- Understanding the Educational Spectrum helps you effectively communicate with buyers in all phases of the buying cycle.



Credit: Rich Harshaw, Monopolize Your Marketplace. [www.mymonline.com](http://www.mymonline.com)

## Step 4: Offer



- Offer: next physical action you want the buyer to take
- When someone reads an ad, a mailer, visits your exhibit, calls your company, what is the next action you want them to take?
- Be sure a clear, visible next action offer is included in every marketing media you use.
- Make this action, quick, easy, non-threatening and educational to increase response

## How Many Tools Are In Your Marketing Tool Belt?

- Website
- SEO
- Direct Mail
- Email
- Print Advertising
- Web Advertising
- Social Media
- Newsletter
- Blog
- Reports & Guides
- Checklists
- Videos
- Exhibits
- Signage
- Bag Stuffers
- Hotel Room Drops
- Sponsorships
- Educational Sessions
- Memberships
- Social Events
- Lead Nurturing

## Integrated Marketing Increases Visibility and Market Share



## Print Advertising

- **Options:** Trade Publications, Associations Publications, Show Specific Publications
- **Pros:** non-intrusive, subscription based, readership of show focus issues goes way up
- **Cons:** cost, requires careful thought and good execution
- **Best Practices:**
  - Frequency is important
  - Placement matters
  - Multiple smaller ads may be more effective than one large
  - Interrupt, engage, educate, offer is critical
  - Strong headline and supporting image are key
  - People in images increases views
  - Clear, visible, non-threatening call to action
  - Multiple ways to respond

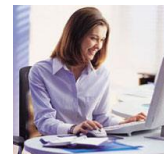
## Direct Mail

- **Options:** Postcards, invitations, letters
- **Pros:** non-intrusive, volume is down, can be personalized, physical touch
- **Cons:** cost, requires careful thought and great execution
- **Best Practices:**
  - Immediate linkage to show
  - Bigger is better
  - Fed-Ex/priority mail
  - RH/LH/garbage can design theme
  - \_\_\_\_\_ as much as possible
  - Mailing panel is the front of postcard
  - Lumpy
  - Multiple mailers



## Websites

- **Options:** Website, landing page, banner ads, SEO, pay per click ads, keywords
- **Pros:** Inexpensive, 24/7, non-intrusive, multi-media, can be interactive
- **Cons:** hard to personalize, must be monitored, competition can see
- **Best Practices:**
  - Clean, simple design
  - Customer/benefit-focused copy
  - Create \_\_\_\_\_
  - Provide tangible information and value
  - Promote through other media
  - Video rules!
  - Try to capture visitor email addresses



## Email

- **Pros:** Inexpensive, fast, easy-to-track
- **Cons:** Intrusive, spam/firewall filters, too much
- **Best Practices:**
  - Immediate linkage to show
  - Subject line is 90% of the effectiveness
  - \_\_\_\_\_ character subject line
  - Avoid spam trigger words in subject line
  - Avoid full width HTML mastheads
  - Make subhead first visual in body copy
  - 90-120 word body copy
  - No attachments in prospecting emails
  - Only one hyperlink in body copy



## Social Media

- **Pros:** Inexpensive, non-intrusive, positioned as up to date, traceable, auto updates, research, gain intelligence, access to like people
- **Cons:** Not a quick fix, what channels to use?, time intensive, steep learning curve
- **Best Practices:**
  - Learn what channels audience is paying attention to
  - It's about conversation – not selling!
  - Create event pages for shows you exhibit at
  - Announce in-booth events, giveaways, celebrities, etc.
  - Look for customer groups and join
  - Start conversations and add to conversations
  - Showcase \_\_\_\_\_
  - Provide links, pdfs and videos
  - Share other relevant content



## NSTA Marketing Opportunities

### Year-Round

- Journal Advertising
- E-Newsletter Advertising
- Website Advertising
- Direct Mail Lists
- Competition Sponsorship

### Conference-Related

- Exhibit Space
- Exhibitor Workshops
- Program Advertising
- Pre/Post Show Direct Mail
- Pre/Post Show E-mail Blasts
- Company Showcase
- Backpack Insert
- Sponsorship

### Sample 365 NSTA Integrated Marketing Campaign

- **Objective:** Build awareness of and generate subscriptions to new learning portal for Middle Level Educators
- **Media:**
  - **Print** – Advertise in Science Scope, NSTA’s professional journal dedicated to Middle Level Education
  - **Web** – Run banner ads on NSTA website directing 100k+ unique monthly visitors to site
  - **E-Newsletters** – Place ads/copy in our e-newsletters to 300k+ readers
  - **Exhibits** – Have presence at NSTA Conferences
  - **Workshops** – Demonstrate breadth and quality of website to interested attendees
  - **Email** – Use to drive attention to your booth/workshops at Conferences
  - **Social Media** - #NSTA, NSTA Facebook Page

**What were the three most important ideas you learned in this webinar?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_