



Present

Tradeshow Social Media Best Practices

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, Instagram and Pinterest.

Tradeshaw 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

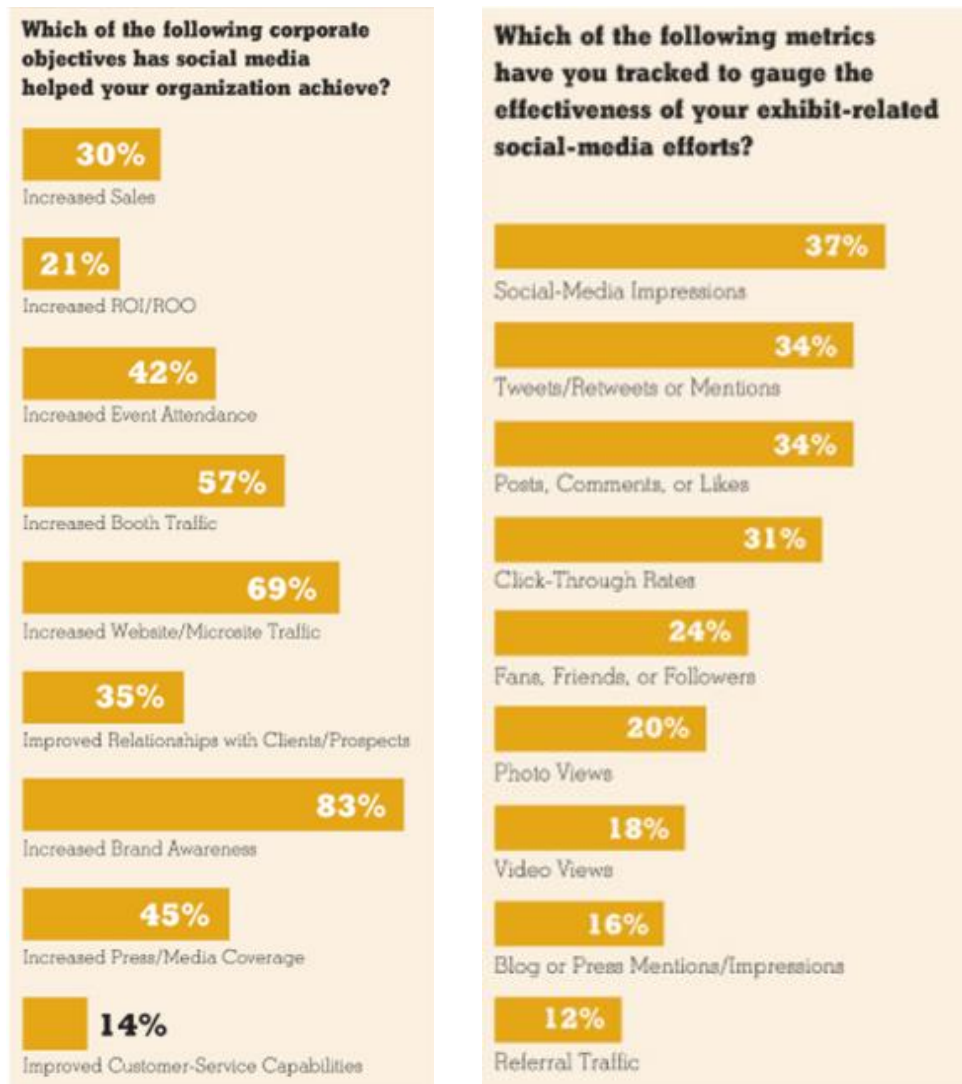
- Unrealistic Expectations
- Not Fast Results
- What Channels to Use?
- Time Intensive
- Learning Curve
- Can Be Difficult to Measure
- Rules/Algorithms are Constantly Changing

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
 - Follow us for up to date posts. Share our post and add a comment that you'll be there w/booth number.
 - Tag us:
 - Facebook: <http://www.facebook.com/NSTA.FB>
 - Twitter: #NSTA 19
 - LinkedIn: <http://www.linkedin.com/groups?gid=1791816>
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](http://www.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 tradeshows...
 - 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.
 - _____ to _____ times a week after 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.
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.



- Set up a Company page.
- Set up an Event page.
- Add a custom tab to your Facebook page to showcase your upcoming tradeshow.
- Use targeting tool to focus your efforts on the specific demographics you want to reach.
 - There are online tutorials on how to create these.





Facebook

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.



Twitter

- 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.

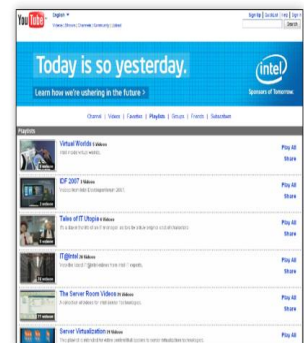


Post Ideas:

- 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.



- 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.





YouTube

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.



Instagram

- 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.

