



# MAXIMIZING YOUR EVENT

PRE, EVENT AND POST SHOW MARKETING

# YOUR 3 TAKEAWAYS



- **Your show planning starts with the end in mind!** *Either you're there to sell or to start the sales process*
- **Put your best foot forward!** *Think about your brand!*
- **Consider the event a marketing campaign!**

# STARTING WITH THE END



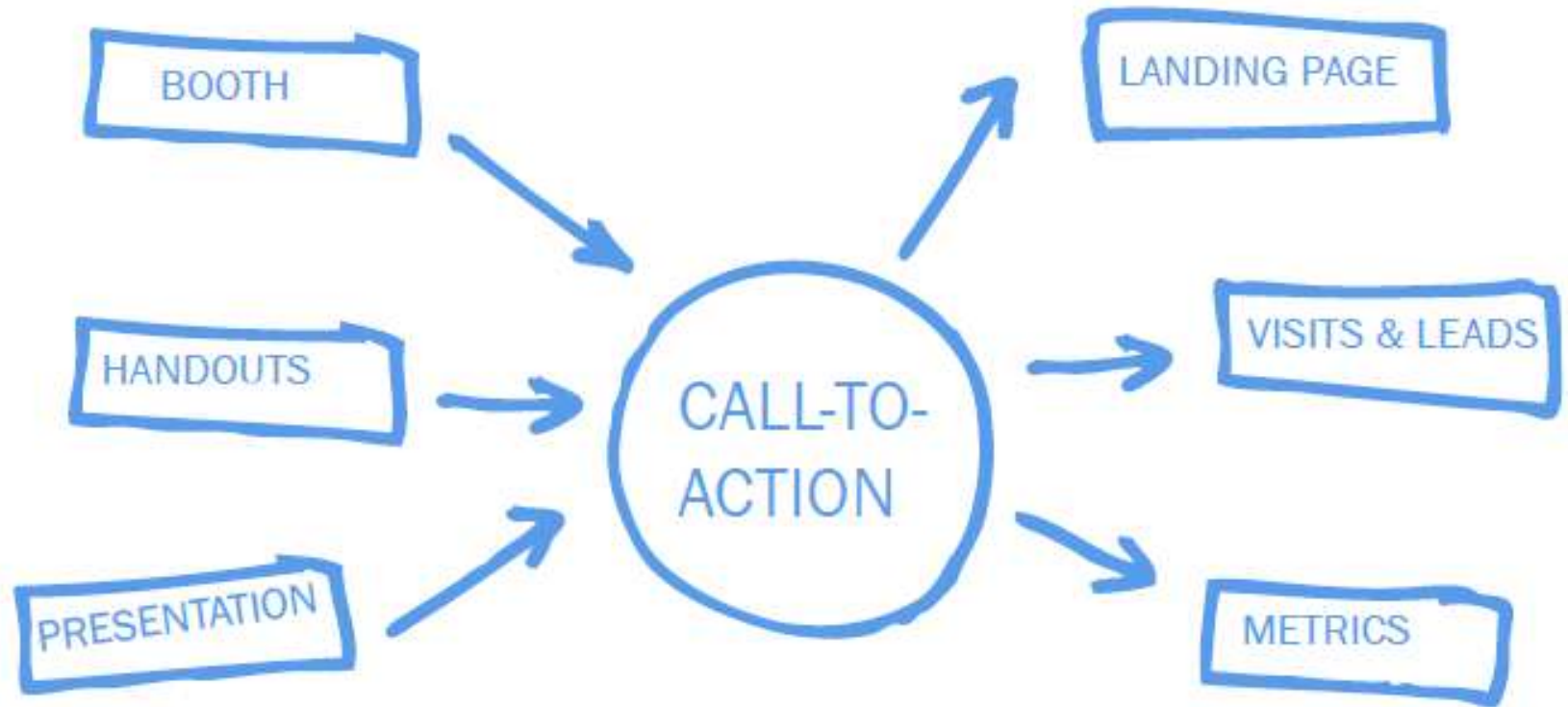
- **Take time to decide your goals!**
  - Lead generation, sales, branding, competition, etc.
- **Budget based on those goals.**
- **Capture and debrief.**
  - *Invest in a CRM system.*



PUT YOUR BEST FOOT FORWARD



# IT'S A MARKETING CAMPAIGN



# PRE-SHOW MARKETING



## **DRIVE PEOPLE TO YOUR BOOTH**

**Email blasts – Can you get the registrations?**

**Press release**

**Social media announcements**

**Network with event organizers**

**Calling your list**

**Direct mail**

**Advertise in event brochure**

# AT-SHOW MARKETING



## CREATE AN GREAT EXPERIENCE



**Giveaways – Think share of mind, desk, house and fun!**

**Consider it your store for the day!**

**Have fun!**

**Capture customer's info!**

**Special events**

**Contests/games**

**Interviews with the press**

# POST SHOW MARKETING

**FOLLOW UP MAKES YOU MEMORABLE**





# SOCIAL MEDIA AND YOUR EVENT



**Create your own hashtag for the event.**

**Find a hashtag that will work to promote your message.**

**Use the Twitter account to announce your participation, presence, and RT new followers.**

**Take pictures and post immediately and on your page later. Tag and share via Instagram**

**Give your fans something special if they come to your booth.**

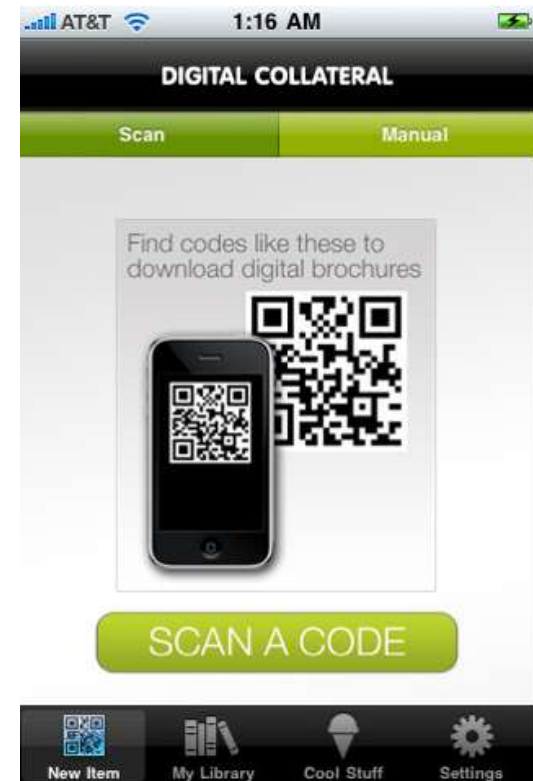
**Send links to your social media in your blasts.**

**Tumblr and Pinterest is cool to showcase products!**

**Follow the speaker at events! @msmaishabhoye**

# MOBILE APPS

- <http://www.tradeshowinsight.com/2010/01/5-iphone-apps-for-your-next-tradeshow/>
- **Business Card Readers**  
- Bump
- **Ustream Live**  
**Broadcaster**
- **Digital Collateral** (*My partner can help with QR codes*)



# YOUR 3 TAKEAWAYS AND MORE...



- **Start with your goal.**
- **Put your best foot forward!** *Think about your brand!*
- **Your show planning starts with the end in mind!** *Either you're there to sell or to start the sales process.*
- **Consider the event a marketing campaign!**
- **Make it a process.**
- **Capture customer info.** *Starts the sales process!*
- **Have fun! Its your store for the day!**

# CONTACT ME



- **@MsMaishaBHoye**
- **Maisha's Lemonade Stand on Facebook**
- **Soon to come,**

**[www.Customer1stMarketing.com](http://www.Customer1stMarketing.com)**

- **[Maisha@maishabhoye.com](mailto:Maisha@maishabhoye.com)**
- **LinkedIn**

**My call  
to  
actions!**