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22ND INTERNATIONAL EXHIBITION OF EQUIPMENT FOR MILK AND DAIRY PRODUCTION

24–26.01.2024

CROCUS EXPO, MOSCOW, RUSSIA

DAIRYTECH-EXPO.RU

BOOST YOUR MARKETING STRATEGY

ITE EURASIAN EXHIBITIONS FZ-LLC

BOOST YOUR MARKETING STRATEGY

CONGRATULATIONS!

You have booked a stand with ITE Group and can relax because face-to-face marketing remains the most powerful way to connect with your customers.

HOWEVER, YOUR WORK ISN'T DONE YET.

Just attending an exhibition is not enough. You need to create a pre-buzz about it, which will inform your audience that you are exhibiting and where they can reach you. Marketing plan does wonders in attracting the crowd towards your booth.

WHY USE EMAIL AS AN EXHIBITOR?

Email marketing can be a very effective tool if you do it right.
Make sure you personalise it and reach the right people.
Use email to draw your customers' attention to your attendance, and implement special offers and tools, which will motivate them to read.

FOUR REASONS WHY EMAIL IS EXHIBITOR'S BEST FRIEND

YOUR EMAIL IS YOUR DIGITAL PASSPORT

Think about a perfect subject line, which can work for you and urge the receiver to open it.

BE TACTFUL WITH THE NUMBER OF EMAILS

It's always better to start sending an email campaign three months prior to the show and gradually increase the intensity. Consequently, there will be approx. Four emails which your clients will receive prior to the exhibition: 3 months, 2 months, 1 months, 2 weeks.

MASTER YOUR CONTENT

Content is the king no doubt. A well designed email with outstanding content has the power to attract, engage and interact with your customers.

A BRAND BOOSTER

Make your email campaign not only for promoting your participation but as your brand booster. Include few interesting facts about your company or newly launched products. Request an exhibition banner from ITE Group and ensure the email is well designed.

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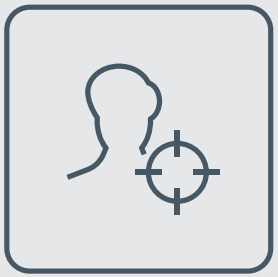
3 TOP TIPS FOR EXHIBITORS

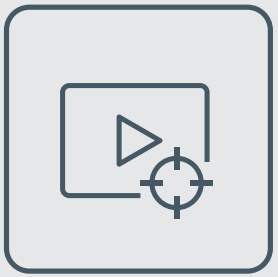


MAKE YOUR EMAILS RESPONSIVE

Approximately half of emails are opened on mobile devices. Dwell time is decreasing but that doesn't mean your content isn't being digested! Make your emails responsive to different devices so they are readable and attractive.

RE-SEND TO NON-OPENERS

This is a simple strategy that increases response rate and eyeshare. A couple of days after your email is sent, simply re-send the same message to those who didn't open it the first time. You will be amazed with the results!



ONLY INCLUDE IMAGES IF THEY ADD VALUE

Make sure your images enhance the objective of the message and add a significant value because it is likely that your image will not open on all devices.

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WHY USE SOCIAL MEDIA AS AN EXHIBITOR?

The most successful businesses, that exhibit at events, are those that tell a story and give their online presence a heartbeat through a two-way conversation.

Whether you're on social media or have a conversation with someone face-to-face, you need to find a way to turn a handshake into a hug. Make your customers feel comfortable, while being as transparent, honest and as engaging as possible.

Your promotional strategy should not be limited to the event location and the event day. Invest in time to promote your participation at the exhibition before the event. Use social media and create a buzz to reach out to your existing and potential clients. A multi-channel approach will certainly mark your presence in an exhibition.

GET YOUR COMMUNICATIONS RIGHT!

Start with a social media audit and try to answer these questions:

Do your images reflect your brand across all social networks?

Are you using the right elevator pitch in your social media bio?

Is the website URL in your social media bio correct?

Are you nurturing your community before the event?

Are you monitoring brand mentions on social media?

Are you monitoring your competition on social media?

Are you using the event hashtag to promote your stand?

Are you engaging with the event sponsors online?

Have you included your stand number in all of your online and offline marketing material?

SOCIAL MEDIA

YOU MAY USE SOCIAL MEDIA CHANNELS
TO PROMOTE YOUR PRESENCE AT THE EXHIBITION

USE THE SHOW'S HASHTAGS

Talking about your event on social media is just the start of your marketing, so how can you find out more about what others are saying? Hashtags are used to centralise online discussions around a certain topic and in this case, an event, trade show or exhibition. Use hashtags related to the event and industry.

CREATE YOUR OWN HASHTAGS

Your hashtag is what will connect you with your community, and those visiting the event you are exhibiting at. So, keep your hashtags short and unique.

LINKEDIN

Connect and book meetings with industry professionals

FACEBOOK

Keep your audience up-to-date with your latest news/products

INSTAGRAM

Share images of your participation featuring product values

TWITTER

Tweet about your participation and invite potentail clients to visit your stand

YOUTUBE

Share the latest videos how we help you in your business

PINTEREST

Share the journey of your participation

TIKTOK

Engage with your audience through videos

REDDIT

Open new topics and discussions with your clients

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LET US KNOW IF YOU HAVE ANY QUESTIONS

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Send an email
to Dubai.CS@ite.group
to get in touch with our
Customer Success Team

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