



# Using Social Media at Trade Shows

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# Choosing the Right Platform

- ✓ Each social media channel will communicate with an audience differently and be best for posting at different times.
- ✓ Find where your attendees are engaging the most
- ✓ Make sure you're in the right place



## How To Use Facebook At A Trade Show:

# Facebook

Facebook allows for a variety of posts both long and short, but it's not the best place for constant updates as you could end up flooding followers' feeds. Instead focus on longer posts like quick daily recaps, photo posts or a mass photo album uploads at the end of each day.

- Follow the trade show's Facebook page
- Promote the trade show, your booth number in the exhibition hall on your company page
- Pin a post to the top of your page promoting your trade show special offers or contests
- Create an EVENT & invite followers



## How To Use Instagram At A Trade Show:

# Instagram

The most visual of all the social media outlets, Instagram is the place you'll go to share photos and short videos. This is great for sharing visual elements of your booth, product demos and more.

- Know & use the event #hashtag
- Engage with Geo-Tags
- Act human
- Real-life moments
- Run a contest
- Promote photos after the show



## How To Use Twitter At A Trade Show:

# Twitter

This is the ideal place to share timely, in-the-moment updates of bit-size content pre, during and post show.

- Share news and info with attendees using the #hashtag
- Follow any of the users who are using the #hashtag
- Follow the show organizer on Twitter and retweet their posts
- Publicize your booth number
- Twitter-only contest



## How To Use LinkedIn At Trade Shows:

# LinkedIn

If you are involved in any LinkedIn groups, or connected to clients and professionals attending your show you can use LinkedIn to get involved and re-connect with those contacts.

- Join groups and engage in “conversations” or start one yourself in trade groups related to the show.
- Use your LinkedIn “share an update...” to let your followers know you are participating in the show, show specials, etc.
- Connect with people going to the show
- Don’t forget to look for similar business interests/connection that you have in common with fellow attendees



# Whova

Event attendees use the Whova app to be more productive at events, e.g. browse event brochure and set personalized schedule, network with the right people even before or after an event, and more.



## How to use Whova at Trade Shows:

- Agenda for the event
- A list of all the attendees at the event
- The logistics of the event (parking, maps, etc)
- Sending messages to other attendees through the app
- Scanning business cards and storing the contact information
- Exchanging contact information digitally through the app
- Share their experience by uploading pictures they have taken at the event to the app or tweeting directly from the app



# Pre-, Post- and At-Show Social Media Marketing

- ✓ Utilize social media platforms for different items at different times during the show process
- ✓ Not always one “winning recipe” for each show
- ✓ Have to find what works best for your business and audience





# Pre-Show

- Hashtags (#)
  - Find out what the event's official hashtag is and start following it **2-4 weeks prior** to the show to learn **trends** and connect with **key players**
  - Use the hashtag and **promote** your business and participation in the show
- Videos
  - If you have new products that are being introduced, make a **teaser video** on your page



# Pre-Show

- Photos
  - **Share a photo** that will get people excited and entice them to come check it your booth
- Connections
  - **Personally invite** connections to your booth or maybe to a lunch meeting. <WHOVA>



# Pre-Show

- Media
  - **Connect** with industry specific media contacts and ask them to stop by your booth to see new products, or to consider writing about you.
- Facebook Events
  - **Create an event** and invite contacts to create a buzz and a reminder of the event



# At-Show

- Show the Happy Customers
  - Ask if you can to **take their photo** (or video), then share their photo with their story or testimonial via social media.
- Lots of Photos!
  - A great way to give people who are not at the show a **glimpse into the happenings**.
    - Not all the photos have to be on the show floor



# At-Show

- Schedule Posts
  - Don't forget that you can **schedule** tweets and Facebook posts <HOOTSUITE>
- Contests or Giveaways
  - This combine social media with visiting the booth in person.



# At-Show

- Bring the show to them
  - Posting **timely photos** and **show updates** will help attendees who are hundreds of miles away feel like they are there at the show with you
  - Share “**best of**” notes, quotes & stats from educational sessions



# Post-Show

- Connect
  - Go thru your leads, business cards, and notes to see if there are people you met that you can **connect** with on LinkedIn, follow on Twitter, or like their business page on FB
- Post about experience
  - Write a post about participating in the show
  - Stories from the show



# Post-Show

- Follow-Up
  - **Follow up** with your leads and connections **via email** and make sure your email includes links to all your social media accounts

