



AMERICAN ACADEMY™
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Competitive
Edge 
"exhibiting excellence"

Present

Tradeshow Social Media Best Practices

Building Awareness & Driving Attendee Engagement

Participant Learning Objectives

1. Learn pros and cons of tradeshow social media.
2. Review Exhibitor Magazine's Social Media Survey results.
3. Top 10 Tradeshow Social Media Best Practices.
4. Using Facebook, Twitter, LinkedIn, YouTube, and Instagram.

Tradeshaw Social Media Pros & Cons

Pros

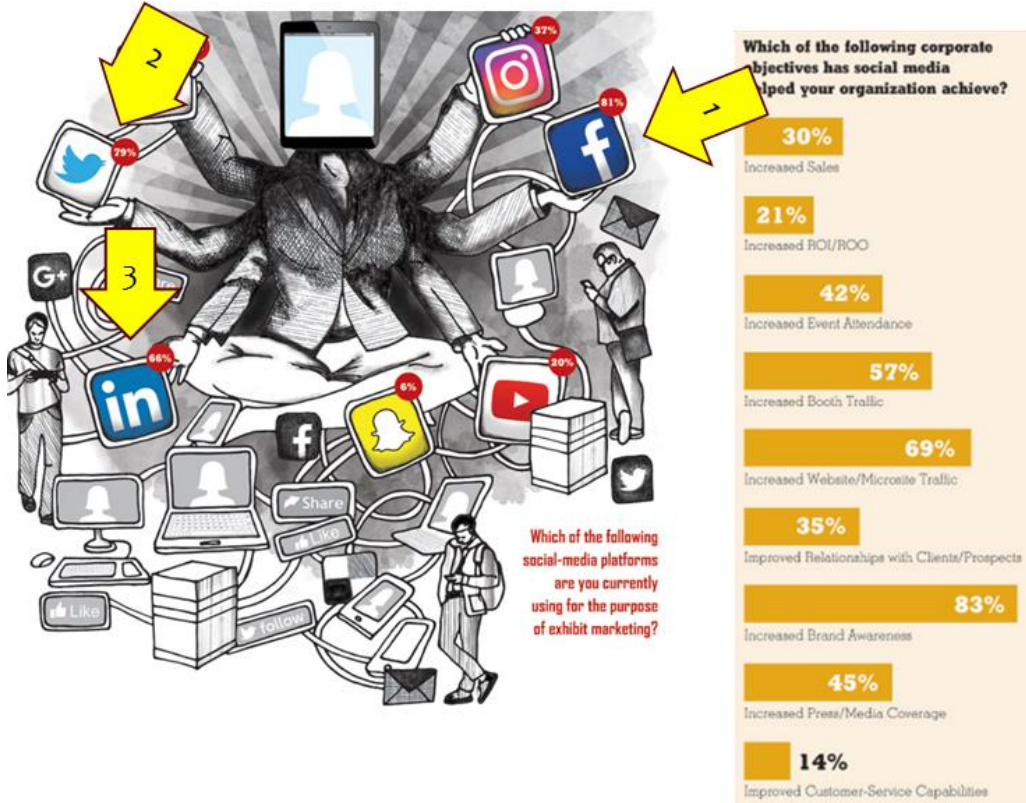
- Free and/or Inexpensive
- Not as Intrusive as Email
- Use Pre - At - Post Show to Extend Reach Beyond Show
- Build Groups & Community
- Access Like/Hard to Reach People
- Can Use to Tease, Educate, and Do Quick and Cheap Market Research
- Messages Can Go Viral Quickly
- Easy to Post on the Fly

Cons

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

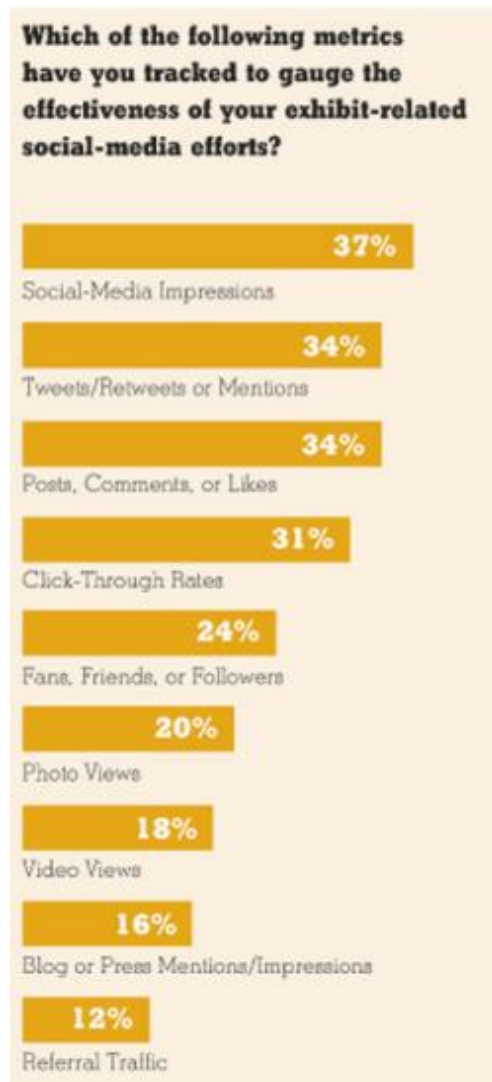
Exhibitor Magazine 2018 Social Media Survey

<https://www.exhibitoronline.com/topics/article.asp?ID=2654>



Source:
Exhibitor
Magazine
2018
Social
Media
Survey

Exhibitor Magazine 2018 Social Media Survey



10 Tradeshow Social Media Best Practices

1. New? Short on time?
 - Don't dabble in all options.
 - Pick _____ that fit your company, product and industry.
 - Commit to a consistent marketing campaign.
 - Develop a social media plan and posting calendar

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 posts and add comments that you'll be there with booth number.
 - Tag us:
 - Facebook: <http://www.facebook.com/American-Academy-of-Ophthalmology>
 - Twitter: @aao_ophth, #AAO2019 https://twitter.com/aao_ophth
 - LinkedIn: <http://www.linkedin.com/company/american-academy-of-ophthalmology>
 - Instagram: <https://www.instagram.com/aaoeye/>

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
 - Within each channel, if applicable, search for _____ your target customers are in, join them, post content, respond to posts.
 - Thank followers for liking or retweeting your content.

4. Manage post frequency for tradeshows...
 - Create a posting calendar with dates and topics.
 - Weekly 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 1-3 weeks after show.

5. Use show name and hashtag in posts to establish relevance and leverage show's brand visibility.

6. Keep posts short and use photos and videos.
 - Your audience has a very short attention span.
 - Include photos and _____ as much as possible.
 - Consider live streaming: product launches, demos, educational sessions, etc. (Use Facebook, Periscope or Meerkat)

10 Tradeshow Social Media Best Practices

7. Post relevant and important content.
 - Make sure posts address issues/concerns target audience cares about.
 - Describe what they will SEE, DO, _____, & GET by visiting your exhibit.
 - Don't be shy about saying what sets you apart!

8. Emphasize NEW Products & Services
 - Use photos and include a link 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/ _____ – not hard selling!
 - Establish thought leadership by providing educational content.
 - Show the human side of your business.
 - Start or comment on 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.

Create a Social Media Posting Calendar

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1: MONDAY, DATE						
FACEBOOK		7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/9u4C8D577V
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/0mex3G5d9H
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/9Jg43B4u4Z_3/	(insert video file link)
		3:00 PM	Promotion	Product Launch	Lifematrix Hootsuite Impact New name and offerings to help you measure and maximize ROI: http://ow.ly/9u4C8D577V	http://ow.ly/9u4C8D577V
	5:00 PM	Live Video	News Update	All that happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)	
LINKEDIN		8:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/0K30D54LF
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion	Education		
	4:15 PM					
TWITTER		5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/akdF3D5400	http://ow.ly/akdF3D5400
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion	Evergreen Blog Post		
	3:45 PM					
INSTAGRAM		7:30 AM	Original Image	Logos Cookies	Owl we want to do to eat these cookies. How many Olys do you see? **	(insert image file link)
		9:45 AM	Curated Image	Only Toronto	Pat... we opened a new nest in Toronto last week (and Only is having a hoot of a time) @ #taggo	(insert link to original image)
		12:30 PM	Video	Bussingwag		
		2:15 PM				
	5:45 PM	Story				

Use a Social Media management tool !

- Agora Pulse
- Buffer
- eClincher
- HootSuite
- Sendible
- Social Pilot
- Sprout Social



People who prefer Facebook like:

- A _____ . They want to know you're a real person.
- Belonging to a group or community of people. Keep in mind, people often use Facebook because they feel the need to belong.

Tradeshow uses:

- 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.



Post Ideas:

- Best days/time: _____/Friday 1-4 pm /+18% Saturday/Sunday _____pm +32%
- 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.



People who prefer Twitter like:

- _____ and simple messages, straight to the point.
- Links so they can get more information.
- Hashtags help group the message to a group of related conversations.

Tradeshow uses:

- Use AAO hashtag to connect with the right audience.
 - #AAO2019
- Create an event hashtag for your booth and promote it. Use it before and during the show.
- 280 characters max, place link at ¼ mark of text message.
- Encourage customers/booth visitors to tweet and retweet.
- Place a Twitter video screen or wall in booth.



Post Ideas:

- Best days/time: _____ noon, Monday- Friday 12-3 & _____ pm /+16%
- 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.
- Mention giveaways, new product demonstrations, theater presentations, celebrity appearances.
- Offer rewards, create polls, _____ and other interactive devices.
- Encourage people to retweet your messages and thank them when they do.



People who prefer LinkedIn like:

- Professional growth opportunities.
- Continual _____. Many search for posts that can help with their career.
- Networking. Many enjoy discussing niche industry topics with their peers.

Tradeshow uses:

- Set up a Company page - use keywords.
- Set up a Showcase page to create a dedicated page for your upcoming tradeshow.
- Join industry related groups.
- Join the tradeshow's LinkedIn group.
 - There are online tutorials on how to create these.



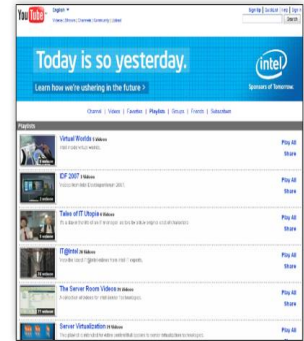
Post Ideas:

- Best days/time: _____ 10-11 am, Wed./Thursday/Friday _____ am/5-6 pm
- Send event invites to all connections.
- Promote in groups.
- Post pictures/videos of your product/service in action.
- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying.
- Focus on what visitors will LEARN by visiting your exhibit.
- Share stories about how your product/service solved problems that your audience may be experiencing.
- Mention giveaways, new product demos, theater presentations, _____ 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.



Tradeshow uses:

- 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.



Post Ideas:

- Create teaser videos about what will be happening at your booth.
- Show your booth being set-up with _____ video.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Mention giveaways, new product demonstrations, theater presentations, etc.
- Share customer stories about how your product/service solved problems your audience may be experiencing.
- Capture video content from in-booth activities and educational sessions and post video daily to channel.



Instagram

People who prefer Instagram like:

- High quality visual images.
- Relevant hashtags.
- Authentic _____ stories that resonate with them.

Tradeshow uses:

- 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:

- Best days/time: Monday/_____ - not 3-4 pm - Wednesday _____pm &7pm
- 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 _____ 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.

AAO Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Resources road map:
 - Step 1. Download implementation tools and strategic planning exercises.
 - Step 2. Do planning exercises and watch supporting webinar at suggested timeframes.
 - Step 3. Read exhibiting articles and standout exhibit reports for ideas and insights.
 - Step 4. Use “Ask the Tradeshow Experts” email Q&A for help.
- Bookmark, Share With Your Team, and Access at:
 - <http://www.aao.org/annual-meeting/exhibitor/resources>

Exhibitor Success Articles
 Fill Knowledge Gaps

Exhibit

- So Why Should an Attendee Visit YOUR Booth? (PDF 220KB)
- Booth Location Book: How to Make Any Location Profitable (PDF 200KB)
- A Worried Destination: How to Design a More Effective Exhibit (PDF 184KB)

Promotions

- The Single Most Important Factor Inspiring ROI (PDF 235KB)
- How to Reward Your Exhibitor Looking to Drive Traffic (PDF 220KB)
- How to Use Event Sponsorships to Support Business Objectives and Deliver Real Value (PDF 427KB)

Staffing

- Creating a Content Team (PDF 152KB)
- Staffing for Success (PDF 182KB)
- Tradeshow Roles of Exhibitor Engagement (PDF 189KB)

Lead Management

- Lead Persistence: The Key to Tradeshow Lead Conversion (PDF 441KB)
- Improving Lead Quality (PDF 173KB)
- Closing the Loop on Tradeshow Leads (PDF 261KB)

Planning

- Planning to Win: Enriching by Objectives (PDF 238KB)
- Enriching, Diversify & Sustain: 12 Ways to Control Costs and Save Money (PDF 184KB)

Measurement

- Two Important Outcomes Your Exhibit Should Deliver (PDF 363KB)

Strategic Planning Exercises

Gather Your Team: 5 Critical Planning Exercises

- Define Your Outcomes (PDF 423KB) Complete 10 weeks before the meeting
- Identify & Attract Your Ideal Visitors (PDF 429KB) Complete 12 weeks before the meeting
- Manage Your Visitor Experience (PDF 448KB) Complete 10 weeks before the meeting
- Lead Management (PDF 479KB) Complete 2 weeks before the meeting
- Measure Your Performance & ROI (PDF 538KB) Complete 1 week before the meeting

Downloadable Tools

Implementation Tools: Get Control – Save Time & Money – Generate Results

- Screen Your Tradeshow Planning & Management Tool (Excel 400KB)
- Exhibit Budgeting & Cost Control Calculator (Excel 410KB)
- Exhibit Performance Value & ROI Calculator (Excel 419KB)

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
 The Tradeshow Productivity Expert™**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to inspire, lead and direct businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshow appearances to “productive, profitable investments.”

**Jefferson is available to personally help companies implement the
 Tradeshow Turnaround philosophy and practices.
 Call 800-700-6174 in the US or 704-814-7355 and visit
www.tradeshowturnaround.com**