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.
**Tradeshow 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
Exhibitor Magazine 2018 Social Media Survey

Which of the following metrics have you tracked to gauge the effectiveness of your exhibit-related social-media efforts?

- Social-Media Impressions: 37%
- Tweets/Retweets or Mentions: 34%
- Posts, Comments, or Likes: 34%
- Click-Through Rates: 31%
- Fans, Friends, or Followers: 24%
- Photo Views: 20%
- Video Views: 18%
- Blog or Press Mentions/Impressions: 16%
- Referral Traffic: 12%

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:
     • Twitter: @aao_ophth, #AAO2019 [https://twitter.com/aao_ophth](https://twitter.com/aao_ophth)
     • LinkedIn: [http://www.linkedin.com/company/american-academy-of-ophthalmology](http://www.linkedin.com/company/american-academy-of-ophthalmology)
     • Instagram: [https://www.instagram.com/aaoeye/](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.

   - 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**

![Social Media Posting Calendar Image]

**Use a Social Media management tool!**
- Agora Pulse
- Buffer
- eClincher
- HootSuite
- Sendible
- Social Pilot
- Sprout Social
Facebook

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 tradeshows.
- 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.
Twitter

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.
LinkedIn

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 tradeshows.
- Join industry related groups.
- Join the tradeshow’s LinkedIn group.
  - There are online tutorials on how to create these.

Post Ideas:

- Best days/time: ____________ 10-11am, 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.
YouTube

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

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 tradeshows from “expensive 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