
Pre-Trade Show Marketing Is Critical

Recent research has shown that 83% of the most successful companies at a range of exhibitions (in terms of business generated and leads collected) were the ones that took the trouble to undertake pre trade show marketing such as mailing their prospects and customers before the show. (Source:CEIR - (Center for Exhibition Industry Research)

There are multiple ways to communicate with your target market. Some methods of communication are much more effective, appropriate and cost efficient than others. Your budget will dictate how many touch points you can have with your target market. Also you should be trying to find ways to drive the right people to your exhibit at the lowest cost per qualified lead.

Remember, you need to let your prospects know where your booth is located on the showroom floor. Use tag lines such as "see us at Booth 1635 at the such and such Trade Show" in news releases and other communications such as direct mail leading up to the show.

Don't make your customers and prospects hunt you down.

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You can increase your ROI by integrating various pre trade show marketing tools to direct qualified buyers to

your expensive booth. Diversity in your pre trade show marketing strategy will yield greater results and you will record a much higher success rate, with increases in both target visitor attraction and sales lead conversion.

Do not take a one-dimensional approach to your pre trade show marketing.

Trade show promotions are designed to engage your potential customers through a personalized, multi-step marketing strategy that facilitates your ability to reach your trade show objectives.

This includes pre-selling attendees through phone calls, personalized invitations, direct mail or email, to introduce your products and encourage them to visit your booth.

By knowing your target audience, you should target prospective trade show buyers for your products and/or services, prior to the trade show commencing, by creating a positive image and brand awareness.

To maximize your trade show effort tailor your messages to the concerns, needs and interests of your prospects.

Take the time to really determine your target audience!

And, don't underestimate the power of a pre-trade show marketing campaign. An effective pre-trade show marketing promotion can deliver increases of 50% in conversions to qualified leads.

Always build a portfolio of activity that will drive the lowest cost per qualified lead and map out your timeline so that you give reasonable notice to your prospects. It's always a good idea to segment your list for better results and have a contextually relevant and compelling offer.



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