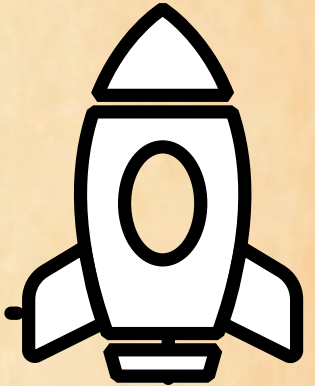




Social Media - Your route to Event Success

For your event to be a success, you need to have a social media strategy in place before, during and after your event.

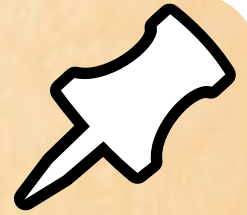




Before Your Event -

Choose The Right Social Media Channels For Your Key Audience

(See separate guide)



Find New Prospects

Visit the Facebook and Twitter accounts of the event and connect with their followers. They are most likely attending so could be your future customers.



Create Twitter Lists of Exhibitors and Attendees

Create two private Twitter lists; one with exhibitors, and the other with attendees. Use the exhibitor list to see what other exhibitors are saying online, and to give you inspiration. Use the attendee Twitter list to listen in on what they are saying online and jump in on conversations where appropriate.



Take Note of Relevant Hashtags

You need to know which hashtags will help drive more targeted traffic to your stand. This should include the event hashtags and your own unique hashtag to promote your brand, products or services. These should be included in all marketing initiatives and on all promotional material before the event to create maximum exposure.



Tell People Where You're Exhibiting

Facebook and Twitter allow you to "pin a post" to the top of your feed, so that it is the first thing your potential customers will see. Create a Tweet and Facebook post about the event. Include your stand number, unique hashtag and information about any competitions you may be running.

Connect with Attendees on Social Media

Once you've done your attendee research, you can start engaging in two-way conversations. Greet your new connections and ask them if they're attending the event. If so, give them your stand number, invite them to come and see you and mention exclusive offers, competitions or discounts.

Drive Traffic to Your Website

Share links to the event homepage. Use a tool called Openr to create a pop-up box that appears when someone clicks on the link. This will ensure your business is never far from the mind of your customer.



Get Involved on LinkedIn

LinkedIn has a few features that can help you talk about your presence at an event. On your LinkedIn company page you can have a "showcase" page for press releases. "Pulse" allows you to write articles about why you are at the event and what customers can expect to see and "Groups" are the best way to build relationships with potential new clients.

Run a Facebook Competition

One of the best ways to get people engaged with your brand, and to visit your stand at the event is to run a competition. Giving away something of value, in exchange for a name and email address, is great for lead generation and post event marketing. Use your social media activity to talk about the competition with your unique hashtag and ask for people to come to your stand to find out more.

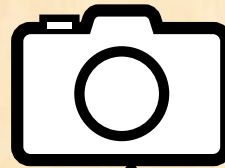




During Your Event - Share Everything!

Share Images of Staff on the Stand

A great way to bring the event experience to those online, is to share images of your stand and staff working at the event. Add personality, make them fun, colourful or cryptic to invite engagement and share across all of the social media platforms you've chosen to use.



Dedicate a Member of Staff to Monitor and Listen to Online Conversations

Whilst you are busy exhibiting and meeting potential clients face-to-face, don't forget about those connecting with you online. Have a member of staff responsible for monitoring, listening and taking part in conversations about your business online.



Feedly is a tool you can use to find content to share online but you can also use it to listen in on press releases about your business or information about an event you are exhibiting at.

Remember Your Hashtags

Continue to share your event hashtags throughout the duration of the event.



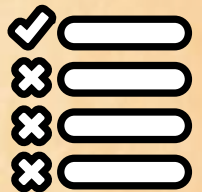
Use Social Media Conversations as an Icebreaker

Talk about offers, games and competitions you're running with people who visit your stand as well as those on social media. This can be a key way of breaking the ice for your staff, a good lead generator during the event and a way of getting more followers on social media and continuing engagement after the event.



Data Capture

Make the most of your investment in the events you exhibit at, it can be hard to make an "on the spot" sale so make sure you capture as much high quality data as possible from new contacts on social media and visits to your stand. Basics are contact details and preferred method of contact but also capture an understanding of interest and intent so that your sales team can prioritise importance and your marketing team will know what will pique future interest.



Live Streaming

Live video streaming has become a popular way to connect with potential customers online. Have a think about ways you can use it to your advantage. Build an online following through live streaming app Periscope or Facebook's live streaming feature.





After The Event

Even after the show has finished, your work STILL continues!

Thank People

Take to social media and thank everyone for engaging with you, entering your competition and for coming to visit you on your stand. If people are tweeting directly at you, go back through your mentions and thank them individually.

Keep Sharing Images

Visuals are a great way to keep your audience engaged. Even though the event has finished, keep sharing images or videos that were taken during and after the event such as picking competition winners.

Don't Let Business Slip Through Your Fingers

Have a strategy for following up leads. Prioritise by importance and urgency, use the right method of contact for each urgent and important lead and repeat back what the prospect was interested in.



Email Marketing

All of the leads you captured at the event, as well as those who entered the competition should all go through your email marketing funnel. If you can analyse the results. Who opened the email and who clicked on one of your links? If your current email provider does not allow you to do this, look into one that does such as Mailchimp.



Pick Up The Phone

After analysing your website, social media or email data, you will be able to see who has clicked on links. These are the leads you pick up the phone to and have a conversation with. This is where your sales strategy comes into play.



Conclusion



As great as it is to be active on every single social network, you need to protect your time. Don't spread yourself too thin. Choose the social network(s) that work best for what you want to achieve and perfect that.

Understand that the customer journey and experience is crucial and regardless of whether you are having a conversation with a potential customer on Twitter, or at an event, you need to be able to deliver exactly what they are looking for.

If people are still engaging with you after the event, continue conversations and always follow up with every single lead you acquire from a trade show or event.



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