

Social Media Tools for Trade Shows



Hassan Bawab

CEO & Founder @ Magic Logix

Phone: 214.694.2162

hbawab@magiclogix.com

www.magiclogix.com





Why your company exhibits @ trade shows?



- Leads
- At show transactions
- Brand Awareness
- New product/service launch
- Engage with customers
- Recruiting
- All of the above

Pre-Show Checklist

➤ Define your company's social media strategy

- Stop thinking “campaigns” and start thinking “conversations”.
- Remember, social media isn't the answer to everything, but is an excellent tool for word of mouth and customer service enhancement.

➤ 3 steps to outline a Social Media plan



Listen



Engage



Analyze



Pre-Show Checklist – Continues 1

- Invite you Contacts
- Search for new Contacts
- Join industry relevant groups
- Contribute to event specific discussions
- Ask the community's opinion
- Upload a pre-show interview with the CEO
- Post pictures of your team and show preparation





Pre-Show Checklist – Continues 2

- Create and use a branded hashtag for your company, i.e. #MagicLogix
- Create and use a unique hashtag for your booth, i.e. #booth1115
- Invite community to stop by your booth
- Schedule and Organize Tweets
- Post exciting news/offerings that will happen at the show
- Announce specials codes/coupons/pre-interaction
- Before the show, blog about your show preparations and plans for the show



During Show Checklist



- Equip your team with Smartphones
- Setup Computer Station for Visitors
- Video interview booth visitors and tag them on your company blog
- Snap pictures of visitors, and send them those images as follow up: Twitpic, Yfrog, etc.





During Show Checklist – Continues 1

- On Facebook & Flickr, tag these images with company and individual names
- Check-in with Facebook Places / Google Places
- Use Flowtown to locate attendees
- Take video of customers at your booth and post it immediately to your Facebook and Twitter pages.



During Show Checklist – Continues 2

- **Foursquare** is a popular mobile app that lets people broadcast their locations to friends — Set up Foursquare incentives — discounts or other prizes — for those who check in at your booth.
- Use “QR” bar-code technology to create square, bar-coded stickers and place them at your booth, with notices telling people to aim their cellphone cameras at the codes. Link the codes to your website or Facebook page.





Post Show Checklist

- Blog about what you exhibited, how well it was received, and about your show experience
- Post quotes from visitors
- Post images/videos
- Keep dialogue via all social media platforms





Post Show Checklist – Continues 1

- Encourage participants to post videos, photos and discussion after the event
- Thanks attendees
- Post upcoming events
- Import email addresses to your CRM
- Continue communication bridge
- Engage Sales team to turn cold lead to hot lead

Questions

The image shows a screenshot of a website for 'Services / Social Media Marketing'. At the top right, there is a green button with a phone icon and the text 'Get a Quote Today! Call 214.694.2162'. The main content area features a dark background with a grid of social media icons (Facebook, Twitter, LinkedIn, YouTube, Blogger, WordPress, RSS) and a computer monitor displaying 'SOCIAL MEDIA & BLOG MARKETING'. A white mug with the Magic Logix logo is on the desk. A large black circle on the left contains the text 'MAGIC LOGIX EXCELS IN:' followed by a list of services.

Services / Social Media Marketing

Get a Quote Today! Call 214.694.2162

MAGIC LOGIX EXCELS IN:

- Improving Brand Awareness
- Strategy Development
- Implementation Guidelines
- Social Media Audit
- Badge Creation & Strategy
- Blog Marketing