

16 Tips to Generate More Leads at Expos!

1. Competitions

An obvious one and well use, but often not as fruitful as one would have hoped. However, the best way to increase entries from the right audience is to provide a prize that aligns with your brand or product – or at least closely to it. They should help to communicate the selling proposition of what is being promoted.

Running competitions over social networks during the event rather than asking for the vintage 'business card in a bowl' and make it easy to enter requiring minimal information from the audience.

A great idea is to offer either a free version of your product or something closely aligned EG if you sell BBQ's you could offer the BBQ itself – or a branded set of BBQ tools.

2. Share Knowledge

One of the most effective online lead generation tactics is to share free knowledge in exchange for contact details.

White papers, ebooks, reports are just a few of the traditionally valuable weapons to gain qualified leads.

I don't see any reason why this tactic should not be similarly effective offline. The process is the same. Attendees get a copy of your quality piece of content, you get their data.

3. Offline Like

I started to talk about the value of offline/online interaction in 2010. I believe the industry is mature enough to start investing more heavily in these tools.

Inviting attendees to Like your product at exhibitions is a great way to generate long-term value online. If they visit your stand ask them to visit you on FB or your chosen platform and hit like.

4. Offline Tweet

Similarly effective is the offline Tweet. This is an even better tool to power competitions. It can be easily achieved with simple NFC tags or QR codes.

The key here is to make it super simple for the attendee to action the Tweet (or Like that is). If it takes more than 30 seconds I do not believe it is worth it.

If you are able to work out a simple process to get your attendees to tweet offline I believe you have quite a disruptive competitive advantage.

5. Photo Backdrops

I have seen some booths with green screen backdrops where you get your photo taken and can choose your backdrop to go in the draw for the prize, or a quirky real world backdrop of photo booth can be effective. Make sure to get the visitor to tag themselves on FB to maximise your exposure.

6. Social Ads

A quick look at a random exhibition hashtag over Twitter will give you an immediate idea of how clogged hashtags are becoming.

'Come and visit us, we are so cool' messages are everywhere and don't provide as much cut through as they used to.

Social advertising is a great way to gain competitive advantage and secure prime real estate in the event stream. Twitter Ads help you to target specific hashtags and audiences, making sure you focus only on relevant prospects. I believe this is an often overlooked opportunity

7. Tweetup

A tweetup is the actual face-to-face meeting of Twitter users for a specific objective. Unlike a tweet chat or a Twitter list, tweetups require the physical presence of users and may be held anywhere.

Normally it is initiated by a specific hashtag which the organisers then use to make announcements and keep all interested attendees posted on the tweetup details. The community then either retweets or mentions or inserts the hashtag into their own tweets to confirm their participation and/or encourage more people to join.

8. Customer Service

A great way to attract and keep visitors at your stand is to offer them something they want or need. We often see water bottles, sweets, pens etc, but some more inventive ideas include massage chairs, rest areas, coffee carts, games and the like.

Social media and show guides specific to your product can be effective also. EG if your product is a BBQ then you could take time out to review other exhibitors that are associated with this EG landscaping and swimming pools to help guide your audience.

It is your shortcut to amplification, reach and differentiation from the 'come and visit us' boredom.

9. Charity Giving

Donating to charity is such an amazing proposition. It immediately shifts perceptions and attitudes. Why not ask for social actions in return for charity. EG for every Like or Share we will donate \$1 to XYZ charity.

10. Buy Ads on Event Mobile App

This may or may not be available, but with growing adoption of event mobile apps, this is a great way to secure precious advertising real estate in a very relevant and timely fashion. Once again the message of that advertising placement needs to be carefully considered. A weak or merely promotional message will not add a lot of value.

11. Product Sample

Giving away a little bit of your product or service is one of the most adopted exhibition tactics. After all, meeting your customers in person is a unique opportunity to get them to touch and feel your product.

Perhaps offer to send free samples if they are not able to make it to the event or let them know where they could pick up the sample in other parts of the country EG partner suppliers or merchants.

12. Product Launch

Exhibitions are a fantastic opportunity to make announcements or launch products. We all agree that one of the top reasons why we attend such events is to learn what's new in an industry.

Giving the insider scoop may well be a great way to capture the attention of the otherwise bored prospect.

Here is a good example of product update announcement and looking at the number of retweets it is safe to say it was quite a successful one:

Visit the @buildersbase booth at stand #38 @aucklandbuild2018 on 8 & 9 Nov & be among the first to hear about the new tools soon to be released.

13. Build Momentum Pre-Event

Most of the times exhibitions are opportunities to gain new customers. Yet most companies ignore the potential of engaging with existing clients.

Few realise that engaging correctly with your existing audience BEFORE the event is the best way to secure an army of advocates on the show floor.

14. Ask Questions

Another way to leverage social media is to engage with the exhibition audience online via questions or polls.

I think we all agree that the experience of walking through the show puts us in a quite passive role having to listen to pitches, collect bulky brochures and meaningless goodies.

Involving the event audience to actually give their opinion is a unique opportunity to soothe their frustration and get them to express themselves.

15. Check in For The Win

Check ins are increasingly influential in the decisions we make when exploring a new environment. If I check in on Foursquare at the exhibition I will immediately recognise those companies that have been active on that channel.

They probably incentivised check ins at the stand, they left tips and created smart to-do lists.

On top of that several event mobile apps allow check ins therefore incentivising them (by means of competitions, charity or discounts) is a smart tactic to increase our exposure.

16. Staff your Stand

Last but not least have as many people on your stand as you can and that fits with your space. It's not always possible in terms of budget but that's where friends, family and colleagues could help – especially if they get some benefit also EG leads for their business as a by product.

It's sad for both the visitor and you if people are at your stand waiting then simply walk away.

Have a fantastic event!

Looking for an extra advantage? Check out www.buildersbase.co.nz/broadcast for same day social video service.



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