



# The 4-Week Digital Marketing Checklist for Trade Show Success

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Participating in a trade show exhibition can be a valuable opportunity for businesses to showcase their products and services to a specific target audience. However, it is essential to have a solid digital marketing strategy in place to maximize the benefits of the event.

This 4-Week Digital Marketing Checklist is designed to guide businesses through the process of promoting their attendance at a trade show or event exhibition through digital marketing channels. By following this checklist, your business can take steps leading up to your next event that will drive traffic to your booth and generate valuable leads for your business.



## 4 Weeks

### Before the Trade Show:

Define your goals for the trade show and identify your target audience.

Create a landing page that provides information about the trade show and your business's participation, including booth number, location, and any special offers.

- Create a contact form on this page that collects attendee/lead information.

## 3 Weeks

### Before the Trade Show:

Develop marketing collateral that showcases your products and services and provides information to showcase in your booth at the trade show or event.

Create a scannable QR code that links to the Landing page you created last week.

Design and publish social posts that promote your attendance to your followers.

Create and send a marketing email that informs customers and prospects to visit your booth at the trade show or event.

Create and send a marketing email to a list of previous attendees of the trade show to inform them of your business's participation in this year's event.

## 2 Weeks

### Before the Trade Show:

**Create a schedule of social media posts that will promote your booth during the trade show.**

- Include social posts that promote your booth's landing page.

**Train your staff to engage with visitors, collect leads, and promote your products and services effectively.**

- Ensure they know to point attendees to your QR code so they can share their information digitally on your landing page and receive follow-up from your sales team.

## 1 Week

### Before the Trade Show:

**Make final preparations for your booth, including marketing collateral, product samples, and giveaways.**

**Schedule social media and email marketing campaigns to run during the trade show.**

**Review your landing page and make any necessary changes to ensure that it is optimized for conversions.**

**Draft an automated follow-up marketing email that you will send to any attendees that fill out the form on your event landing page.**

### During the Trade Show:

**Collect leads and engage with visitors, providing information about your products and services.**

- Guide attendees to your QR code so they can share their information digitally on your landing page and receive follow-up from your sales team.

**Engage on Social Media.**

- Post photos and updates from the trade show on social media, thanking attendees and promoting your brand. Use the hashtags related to the trade show to increase your visibility and engage with other attendees.

## After the Trade Show:

Your business should take steps to maximize the ROI of your participation and capitalize on the leads generated during the event. Here are some steps to consider:

### **Follow-up with sales-ready leads,**

- Contact the leads collected during the trade show as soon as possible, ideally within 48 hours. Send a personalized email thanking them for their interest and providing any additional information they may need.

### **Segment and nurture marketing leads.**

- Segment the leads based on their interests and needs, and create targeted email campaigns to nurture the leads and move them further down the sales funnel over the next few weeks or months.

### **Analyze data.**

- Analyze the data from the trade show, including the number of leads generated, the sources of leads, and the effectiveness of various marketing campaigns. Use this data to identify areas for improvement and optimize your strategy for future trade shows.

### **Evaluate ROI.**

- Calculate the return on investment (ROI) of your participation in the trade show, considering the cost of the booth, marketing materials, and other expenses. Use this information to make informed decisions about future trade shows and marketing campaigns.

## Get Help Before Your Next Event

Utilizing digital marketing tactics leading up to and following a trade show can significantly enhance your business's success at your next event. By following our 4-Week Digital Marketing Checklist, you can create a comprehensive digital marketing plan that drives traffic to your booth, generates valuable leads, and maximizes their ROI.

If you need additional support in building and executing a successful digital marketing strategy for your next trade show, consider working with Uncle Jake Media. Our digital marketing and web development agency has extensive experience helping businesses create and implement inbound marketing tools that help them get the most out of their event participation. Contact us today to learn more about how we can help you achieve your trade show goals.



## Schedule 15 minutes with Brady Williams

Chat with Brady about your business and its digital marketing goals and challenges.

**GET STARTED**