



Present

How to Drive Quality Booth Traffic and Get Better Leads

Topics Include:

- 5 Steps to Building an Effective Pre-Event Marketing Campaign
- Focus on the Four Phases of Closed-Loop Lead Management
- Utilize WOC's Success & ROI Center to Improve Your ROI

5 Steps to Building an Effective Pre-Event Marketing Campaign

1. Define target visitor in show audience.
2. Analyze products/services to find your value proposition.
3. Communicate value proposition to target visitors through as many marketing channels as possible.
4. Integrate a clear call to action in all relevant channels.
5. Increase response rate by offering a reward for visiting your booth and/or scheduling appointment.

Step 1. Define Your Target Visitor

- Who do you want to interact with?
 - Type of Company/Operation
 - Job Title/Function
 - Location
 - Size
 - Other?
- ACTION: Define your ideal visitor.

Step 2. Analyze Products/Services to Find Your Value Proposition

Job 1. Grab attention!

- _____
- Problematic
- Learn

Job 2. Create Interest!

Ask: What situations would prompt commercial concrete and masonry professionals to think about what you offer?



- Integrate situations into your pre-show marketing to grab attention!

Step 2. Analyze Products/Services to Find Your Value Proposition

1. What products/services will you feature?
2. What **problems** can you help them solve?
3. What **opportunities** can you help them seize?
4. How can you _____ them time/money?
5. How can you **improve** their processes?
6. How can you **increase** revenue or profitability?

Value Proposition Template

- **PROBLEM:** Tired of? Worried about? Struggling with?
- **OPPORTUNITY:** Interested in? Curious About? Want to Learn About?
- Give us 5 minutes at WOC Booth #1234
- You will SEE
- You can DO
- You will _____
- Oh, by the way, you'll GET...



Step 3. Communicate Value Proposition to Target Visitors Through as Many Marketing Channels as Possible

Do-It-Yourself Marketing Channels

- ✓ **House lists:** Sort by C/P/S – Recency - Targeted messaging for each type
- ✓ **Website:** Promote show on home page – build anticipation – use teaser content
- ✓ **Social Media:** Posting calendar – short videos - link to landing page
- ✓ **Email:** Subject line: show name – questions work best
- ✓ **Event landing pages:** Show specific – capture emails – scheduling
- ✓ **Direct mail:** Personal invitations – oversize postcard
- ✓ **Telephone:** capture direct dials numbers – rep calls – voice broadcast – cell phone texts

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WOC Marketing Opportunities

1. **FREE Marketing Tools:** <https://www.worldofconcrete.com/en/exhibit/exhibitor-resources.html#CRE24WOC-LIL-exhibit-free-marketing>
2. **Digital Advertising** - Mobile App, Retargeting Ads, Shared or Targeted E-Blasts, Web Ads, Social Media Posts
3. Exhibitor Demos
4. **New Product Zone – IPA Award Entry**
5. Pre-Show Planner
6. Video Booth Shot
7. Focus Group Opportunity
8. On-Site Signage and Sponsorship

Consult with your WOC Account Manager for more detailed information on WOC Sponsorship Opportunities.

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Overlooked High-Impact, Low-Cost Digital Marketing Opportunities

Enhanced Exhibitor Directory Listings Get 5x More Impressions

- ✓ Upload Documents & Collateral
 - ✓ Priority Placement on Top of Online Searches
 - ✓ Product Images & Descriptions
 - ✓ Promote Show Specials
 - ✓ Video Panels
 - ✓ Online Lead Access
- We recommend the Smart Business package
 - Includes 1 lead retrieval license app for your phone/tablet!

Enhanced listings get you more traffic via the online EXHIBITOR DIRECTORY and floor plan.

5X MORE IMPRESSIONS

	BASIC EXHIBITOR	SMART BUSINESS	MAXIMUM EXPOSURE
Enhanced listings get you more traffic via the online EXHIBITOR DIRECTORY and floor plan.	NO	YES	YES
Access to Online Leads	NO	YES	YES
Booth Number	NO	YES	YES
Collateral Resources	NO	YES	YES
Company Address	NO	YES	YES
Company Logo	NO	YES	YES
Company Name	NO	YES	YES
Company Phone	NO	YES	YES
Company Profile	NO	YES	YES
Corner Post Image on your online booth	NO	YES	YES
Documents & Collateral	NO	YES	YES
Hyperlink to website	NO	YES	YES
Priority Placement at top of all online searches & featured on the Featured Exhibitor Search	NO	YES	YES
Photo Resources	NO	YES	YES
Product Categories	NO	YES	YES
Product Images & Descriptions	NO	YES	YES
Show Specials	NO	YES	YES
Social Media Links	NO	YES	YES
Trademark Brands	NO	YES	YES
Video Panels	NO	YES	YES
Virtual Business Cards	NO	YES	YES
WOC Mobile App	NO	YES	YES

Optimizing Your WOC Online Exhibitor Directory

1. Many attendees will decide if visiting your booth is worth their time from reading/seeing your exhibitor listing and your company description.
2. Write your description in a way that makes them say “I have to visit this booth!”
3. Make the first sentence a “hook” by asking a question or stating a _____ or opportunity.
4. Give a brief description of what you do.
5. End with a clear call to action.

Step 4. Include a Clear Call to Action

1. Many pre-show communications lack a clear CTA.
2. Do not assume reader knows what you want them to do.
3. Tell them exactly what you want them to do:
4. CTA's could include:
 - Put us on your show planner in the mobile app
 - Bring this to our booth
 - Schedule a demo or brief appointment with us
 - Like or comment on this post
 - Share this on social media



Step 5. Increase Response Rates by Offering a Reward

Reward Selection Tips

- ✓ Unique
- ✓ Useful
- ✓ Quality
- ✓ Supports message or theme
- ✓ Personalized

Reward Delivery Strategies

1. Contests
2. Free Gift at Booth
3. Send in Advance
4. Send Half - pick up other half at booth



Focus on the Four Phases of Closed-Loop Lead Management



1. **Capture** high quality leads.
2. Efficiently **Route** leads to the right people for fast follow-up.
3. Effectively **Follow-Up** to convert leads to purchasing action.
4. Provide an easy method for lead recipients to **Report** progress and sales conversion.

Define What Isn't and What Is a Lead

What Isn't a Lead?

- Business card in a fishbowl or somebody's pocket
- Badge swipe or scan with no engagement or additional information

What Is a Lead?

1. Personal Interaction
2. Qualifying Questions Asked
3. Answers _____
4. Next Step _____ and Agreed To by Visitor

How to Set Realistic Lead Goals

Exhibit Interaction Capacity formula calculates the number of face-to-face interactions you can execute in your exhibit. Use Exhibit Interaction Capacity formula to set Lead Goals:

	<u>Example</u>	<u>Participant</u>
• # of Exhibiting Hours	22.5	22.5
• # of Booth Staff*	<u>x 2</u>	x _____
• Total Staff Hours	45	_____
• Interactions/Hr/Staffer**	<u>x 4</u>	x _____
• Exhibit Interactions	180	_____
• % of Visitors to Lead	<u>x.25</u>	x _____
• Lead Goal	45	_____

* 50 sq. feet/ staffer

** 3/Conservative 4/Moderate 5/Slightly Aggressive

Staff Accountability for Achievement

Assign a Lead Captain:

1. _____ and communicates lead goal.
2. Ensures availability and functionality of capture devices.
3. _____ lead goals versus actual.
4. Acknowledges performance & corrects non-performance.
5. Ensures data entry into CRM system and routing.
6. Possibly, the point of contact for post-show reporting.

Staff Accountability for Lead Follow-Up & Reporting

1. Create Culture of Reporting
 - Communicate Cost Per Lead.
 - Inform or cc lead recipient's manager.
 - Use _____ to kick-off the program.
2. Hold End of Shift or Day Lead Review Meeting
3. Close of Show Report
 - Number of leads captured versus goal.
 - Number of Leads and % by Priority Code.
 - Cost Per Lead.
 - Potential revenue value of leads.

It's About What's Next!

Clarity of and commitment to the _____ are critical leverage points to improve lead quality...

➤ *Ask and ye shall receive!*

Determine the Best Information to Capture to Qualify Leads

- * Typical information areas might include:
 - Challenges/Problems/Projects/Goals
 - Product Interest & Level of Interest
 - Buying Role and/or _____
 - Buying Process
 - Evaluation and/or Decision Team
 - Competitors Buying From or Looking At
 - Purchase Timeframe
 - Next Action Step
 - Other?



- * Customize your lead capture device to make sure you get this information!

Know How to Get Visitors to COMMIT to the Next Action

- A “close” in the booth is getting the visitor to _____ to a clear next action.
- Close when you get positive feedback.
- Select appropriate next action based on visitor, relationship, and where they are in the sales cycle.
 - *What are your typical next actions?*

Two-step commitment process

1. _____: “Does this sound like it might be worth taking a closer look at? (or) work for your situation?”
2. ASK FOR COMMITMENT:
 - If fully engaged – Call next step
 - If unsure or tentative – Collaborate

How to Get Your Sales/Dealers/Distributors to Support Your Lead Management & Reporting Process

1. Communicate how you are _____
2. Calculate and share your Cost Per Lead.
3. Set three **firm** post-show lead reporting dates.
4. Consider contests to build accountability.
5. Consider charging for leads to dealers/distributors and independent reps who don’t follow-up or report.

Official Show Lead Retrieval Vendor

HOW TO ORDER:

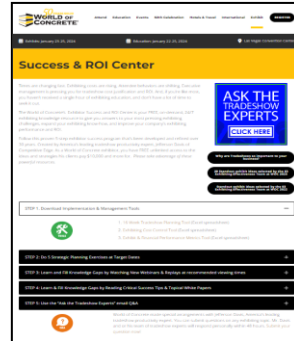
From Your WOC Exhibitor Portal Sign In:

<https://www.worldofconcrete.com/en/exhibit/exhibitor-resources.html.cfm>?



Use WOC's Success & ROI Center to Improve Your ROI

Over \$10,000 of Content
VISIT OFTEN & SHARE
WITH YOUR TEAM!
<https://www.worldofconcrete.com/en/exhibitor/success-and-roi-center.html>



What are the three most important ideas you learned and will apply to improve your exhibit program?

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire*, *lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**