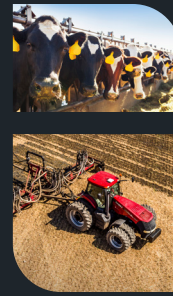




RHEA+KAISER



# REVIEWING THE GAME TAPE

## TIPS FOR SUCCESSFUL POST-SHOW COMMUNICATION

It's trade show season! You prepared for months to make your attendance a success, but the work doesn't end when the banners and displays have come down and you're back at your desk. Don't drop the ball before you cross the line. There are steps you need to take to see the full return on investment in the show and drive sales for your brand.

Here are six critical actions to take for greater trade show follow-up success.

### 1. SHOW YOUR GRATITUDE

Thank you – it's a simple phrase that goes a long way. Connect with your sales team to ensure they follow up with the contacts they made at the show to thank them for their time. Trade show attendees are busy. Show your appreciation by thanking them for visiting your booth and showing interest in your company.

*R+K Pro Tips:*

- Make it easy for your sales team to follow up with a thank you message by creating a template they can personalize with information they learned about their new contact at the show.
- Consider adding a special offer to your thank you message to encourage your contacts to stay in touch.

### 2. CREATE EVENT-RELATED CONTENT

One way to extend the time and resources you invested in the trade show is to produce articles and blog posts summarizing your learnings and observations. Share these pieces on social media and your website so others can gain from your experience. Use the information gathered throughout the show to feed future blog and social media posts.

*R+K Pro Tips:*

- If the trade show is part of a conference, have someone from your team attend meetings and lectures to capture key talking points so you'll have it handy when you're ready to write.
- Make sure to tie the content you're creating back to the services you offer. You may have learned a great fact about corn fertility, but that won't help sell planters.
- If you or a member of your team were interviewed during the show, watch for the published interview and share with your social audience. Remember to tag the person interviewed for greater visibility.

### 3. BE SOCIAL

It's no secret that social media is a foundational part of any marketing strategy and a great tool for show promotion. It can be used to direct people to your booth and showcase who is present and what is on display. Social media is also valuable after the show, so be sure to snap photos or capture video while you are there, then pair them with key learning points and insights. Use these posts to drive users to your blog for more information.

*R+K Pro Tips:*

- Determine your social media strategy before the trade show. Capture content that aligns with that strategy so you can use it for your post-show posts.
- Don't disrupt the flow of your normal post schedule. Incorporate show content into the regular flow and cadence of your social media content. If you normally post three times a week, you may decide to make the post-show content all three posts that week, or maybe just one.

### 4. SHARE YOUR KNOWLEDGE

The show isn't over until you share results with your internal team. A trade show recap will inform everyone on your team of the key points of the show, what worked, and what didn't. Focus on metrics and ROI.

**Metrics to highlight in this report can include:**

- Booth traffic and engagement numbers
- Number of leads generated and method of generation (QR code, forms, etc.)
- Number of giveaways distributed, and which garnered the most interest
- Registration numbers
- Details of media interviews, including number of interviews conducted, topics, who was quoted and details of how prominently your product or brand will be featured in the story. If it has already published, be sure to include a link.
- Information about other sought-after attractions at the show, including which booth was most popular and what areas of your booth display generated the most buzz.

*R+K Pro Tips:*

- The recap should paint a picture for your team members who weren't in attendance at the trade show to help them understand the environment of the show and success of your brand's representation there.
- Acknowledging high and low points will help the team make a gameplan for how to tackle the next show.
- Tracking booth traffic by day can give you information to determine staffing needs for the next year. Also, if you compare year-over-year traffic, you can better understand what elements of your booth attract the most attention.



## 5. PUT YOUR DATA TO WORK TO MANAGE YOUR LEADS:

You've done the work to gather leads at the show, but there's still work to be done to put that information to use. Not all leads should be treated equally. You will collect leads that fall in different stages of the buyer's journey. Segmenting leads helps you speak to each segment's pain points and how you can deliver. Segmenting can also help you prioritize "high value" prospects – leads that will either yield a high ROI or are most likely to make a purchase.

### *R+K Pro Tips:*

- There are many ways to segment leads. For example, you can group them into hot, warm, and cold lead groups or by demographic info. Choose the method that will best help your organization achieve its goal.
- For future trade shows, develop a set of lead qualifying questions that you can distribute to everyone working the booth to use in their conversations with prospects. This will help create a system to categorize leads across the buying journey that is consistent across the company.

## 6. NURTURE BEFORE YOU SELL

Develop a lead nurturing campaign to build the relationship until your prospects are ready to talk to someone in sales. These campaigns serve your potential customers with content that piques their interest and keeps them in the sales funnel until they are ready to buy.

### *R+K Pro Tips:*

- Make sure nurturing campaigns are relevant and provide quality content to your audience; customize your content based on your previously determined segments to personalize the content further.
- As part of your lead nurturing campaign, invite prospects to sign up for your email list so they will continue to receive content and your brand stays top-of-mind.

We're pros at helping our clients develop and execute trade show strategies to support them before, during and after the show. Want to know more about how we can help you? [Contact us today.](#)