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

WOC Marketing Opportunities


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

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!

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.


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

<table>
<thead>
<tr>
<th>Reward Selection Tips</th>
<th>Reward Delivery Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Unique</td>
<td>1. Contests</td>
</tr>
<tr>
<td>✓ Useful</td>
<td>2. Free Gift at Booth</td>
</tr>
<tr>
<td>✓ Quality</td>
<td>3. Send in Advance</td>
</tr>
<tr>
<td>✓ Supports message or theme</td>
<td>4. Send Half - pick up other half at booth</td>
</tr>
<tr>
<td>✓ Personalized</td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th></th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Exhibiting Hours</td>
<td>22.5</td>
<td>22.5</td>
</tr>
<tr>
<td># of Booth Staff*</td>
<td>x 2</td>
<td>x_______</td>
</tr>
<tr>
<td>Total Staff Hours</td>
<td>45</td>
<td>_______</td>
</tr>
<tr>
<td>Interactions/Hr/Staffer**</td>
<td>x 4</td>
<td>x_______</td>
</tr>
<tr>
<td>Exhibit Interactions</td>
<td>180</td>
<td>_______</td>
</tr>
<tr>
<td>% of Visitors to Lead</td>
<td>x.25</td>
<td>x_______</td>
</tr>
<tr>
<td>Lead Goal</td>
<td>45</td>
<td>_______</td>
</tr>
</tbody>
</table>

* 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.
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!

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