

MARKETING MANUAL YOUR QUICK-FIRE GUIDE TO SHOW SUCCESS

3 SIMPLE STEPS you can take to enhance your presence in the run up to Health Plus Care. Promoting yourself as early as possible ensures your brand gets maximum visibility among potential customers, giving you a handy head start over your competitors.



18 - 19 MAY 2022 + ExCeL LONDON

The UK's leading collaborative event for the entire health and social care community

ORGANISED BY



INCORPORATING THESE CO-LOCATED SHOWS:



**THE
HEALTHCARE
SHOW**

Facebook: @healthcareshow
Twitter: @Healthcare_Show #HealthcareShow



**DIGITAL
HEALTHCARE
SHOW**

Facebook: @DigitalHealthcareShowLondon
Twitter: @DHS_London #DHS_London



**THE RESIDENTIAL
& HOME CARE
SHOW**

Facebook: @ResHomeCareShow
Twitter: @ResHomeCareShow #ResHomeCareShow

YOUR 3-STEP GUIDE TO SHOW SUCCESS



1 USE THE EXHIBITOR ZONE (E-ZONE)

USE THE E-ZONE TO:

- Upload your company logo
- Fill out your online profile – a short paragraph about your organisation will be listed in the show guide and website. Thousands of Healthcare and Care professionals will see it, so make sure it stands out!



! DEADLINE: FRIDAY 22ND APRIL

Complete this step ASAP for maximum exposure and a guaranteed listing in the show guide.



GET IN TOUCH

Contact our Marketing Team today to receive a **Personalised Exhibitor Banner** for promotional purposes.

Contact healthpluscare-enquiries@closerstillmedia.com for your banner today!



WWW.HEALTHPLUSCARE.CO.UK

YOUR 3-STEP GUIDE TO SHOW SUCCESS



2 GET SOCIAL AND MAKE YOUR STAND A DELEGATE MAGNET

FACEBOOK

- Posting on **Thursdays and Fridays** gives **18% more engagement** than Monday-Wednesday and weekends
- Facebook recommends posting **at least once a day / 5 times a week** to stay relevant
- Use Facebook **video messages** as an engaging, visual way to get your message across.

@healthcareshow
#HealthcareShow

@DigitalHealthcareShowLondon
#DHS_London

@ResHomeCareShow
#ResHomeCareShow

TWITTER

- Follow us so you can see what we're doing and retweet quickly and easily
- Give your audience key information (date, place, stand no.) in every post
- Use your personalised registration link in every post
- Use the event website link in as many posts as possible
- Use the event hashtags (#) and handle (@) to make your post more searchable and extend it's audience beyond your followers.

@Healthcare_Show
#HealthcareShow

@DHS_London
#DHS_London

@ResHomeCareShow
#ResHomeCareShow

LINKEDIN

A Company page is **the perfect way to increase your search engine rankings** and boost your posts' impressions:

- **Pre-populate** your Company Page with content about the event in advance
- Get content ready for the week of the show and **encourage people to engage with you**. The more people engage with you (comments or likes) the more impressions you're going to get.

[linkedin.com/showcase/healthpluscare](https://www.linkedin.com/showcase/healthpluscare)

EXTRA TIPS TO GET ULTIMATE SOCIAL MEDIA BRAND EXPOSURE:

- **Share, repost and retweet the shows** as much as possible!
- **Don't be afraid to repeat yourself** - make sure key messages aren't missed. The automatic scheduling tool Hootsuite is handy for this
- **Build suspense!** Keep audiences informed of products you are launching, competitions you're running and what your stand will be offering them
- **A picture speaks a thousand words** - use images as much as possible
- **Get filming!** Videos, even on hand held devices are an engaging way to deliver a message
- **Reply** - Social media is made for conversing with others, so always respond to comments, questions and engagements from what could be a potential customer.



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3 USE KEY MARKETING TECHNIQUES TO GET YOUR BRAND AT THE FOREFRONT OF DELEGATES' MINDS



EVENT LOGOS

Use the event logo, dates and your stand number in any publicity material and advertising leading up to the event. You can also use it in email signatures, your website, direct mailings and emails.



MAKE THE MOST OF THE E-ZONE

As well as uploading your profile and logo, there are other E-Zone features you can use to stand out from your competitors. Using the E-Zone, you can:

- Upload products to give delegates a glimpse of what you are offering them
- Upload press releases to get your brand's messages across
- Upload your social media handles to connect you with delegates.



LET YOUR CONTACTS KNOW YOU'LL BE THERE

Reach out to your customers and colleagues using your personalised banner which you can get from healthpluscare-enquiries@closerstillmedia.com

CONTACT INFORMATION

For marketing and PR enquiries,
contact our marketing team:

Healthcare Show: **SHANNON CARGAN**

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Residential & Home Care Show: **ALICIA TOMA**

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**WE'RE ALWAYS ON HAND
TO HELP YOU - SO DON'T BE
AFRAID TO GET IN TOUCH!**



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PLUS
CARE**

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