



**EXHIBITIONS
& TRADE FAIRS**

The email marketing guide for exhibitors

You've booked a stand at an exhibition and you can relax because face-to-face marketing remains the most powerful way to connect with your customers.

**BUT, YOUR
WORK ISN'T DONE YET.**

No marketing channel operates in isolation, and exhibitions are no different. To truly turbo charge your investment, here are some best practice tips on how you can use email to catapult your exhibitor investment into the ROI stratosphere.

Why email is your best friend?

Most exhibitors follow one of two paths for pre-show marketing:

1. "Let's do nothing, it's the exhibition organiser's job to drive traffic to my stand."

An exhibition organiser's job is to get people to the event much like a shopping centre get people through the doors. And once people are in the centre it's the shop's job to get them through the door.

2. "Let's tell our customers and prospects what stand we're at."

Shops that don't promote, that expect the shopping centre to do all the work, won't be in business for long.

Both of these strategies are suboptimal and here's why...

And, shops that email messages like, "**Come find us in shop G2 on level 4 at Bluewater**" will annoy people very quickly!

There's nothing special about having bought a stand at a show so don't shout about it.



1. YOUR EMAIL ADDRESS IS YOUR DIGITAL PASSPORT.

When you log into Facebook, LinkedIn or Twitter, how do you do it? With an email address! Without it, you don't exist on the internet and neither do your customers.

2. THE NUMBER OF EMAIL ACCOUNTS IS EXPLODING.

By 2018, the number of active email accounts is projected to grow to 5.2 billion - that's an increase of 27% on today's level.

3. WITH THE ADVENT OF MOBILE, EMAIL HAS MORPHED INTO AN AGILE, RESPONSIVE MARKETING CHANNEL.

The average smartphone user spends 29 minutes per day checking email on their phone... more than any other app.

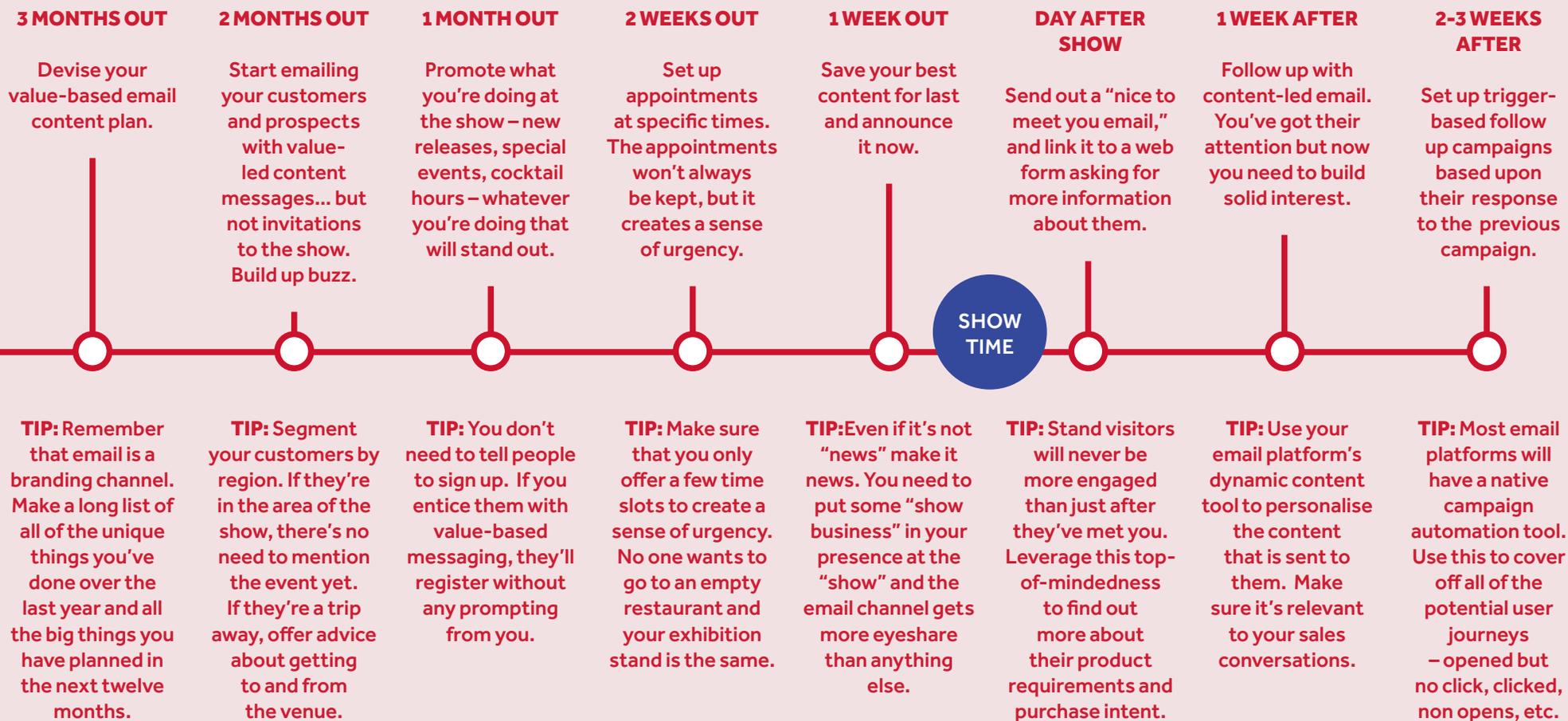


4. EMAIL IS MORE THAN DIRECT RESPONSE.

Companies like Amazon are sending out emails with increasing frequency. They realise that in doing so their brand is top of mind in their customers' minds. They use email as a branding tool, and realise how it interacts with other channels. It's more about awareness than open rates and click counts.

Before, during and after

Email marketing for exhibitors is not rocket science and here's a helpful timeline of things you should be doing before, during and after a show:

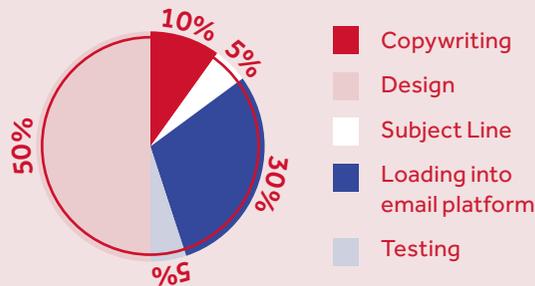


Best practices for email

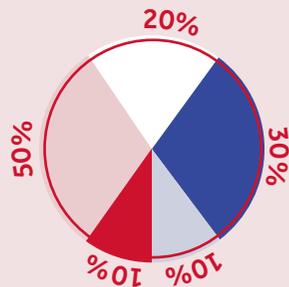
Exhibitor pie charts

The not-very-scientific pie charts show where exhibitors should be focusing their efforts when sending emails...

How most exhibitors spend their time on an email campaign:



How most exhibitors should spend their time on an email campaign:



Killer email subject lines

Your subject line is by far the most important part of your email. Whether or not it gets opened or clicked on, everyone will see your subject line in their inbox.

HERE ARE 5 STEPS TO CREATING A KILLER SUBJECT LINE:

1. Write it first

Email as a channel is trending towards usability. Write your subject line early on, and then ensure the content follows.

2. Make it snappy

Don't be boring with it – no one else needs another email with a boring subject line. But don't be crazy, make sure it's still brand compliant!

3. Repeat your key USPs

Repetition works, especially when using email as a branding channel. Brainwashing? Maybe. Effective? Definitely!

4. Try personalising

Including a customer's name or company can drastically improve results... just make sure your data is correct or you'll end up looking foolish.

5. Split test

Nearly every email platform should offer substantial split testing capabilities. Follow a robust methodology and you'll be ahead of the curve.

Measuring email success for your stand

Traditional email marketers look at open rates and click rates, and base success upon that. However, the messages you send out can't be judged on those factors if the ultimate goal is to drive traffic to your stand.

The key here is to not view email as an isolated marketing channel. For your objectives, it is an amplification channel. It interacts with all of your other tactics – branding, direct response, social media, offline – to build your brand's awareness and ultimately drive people to visit you at the show.

What you need is a robust way to collect data at the show. Badge scanners, iPad forms, whatever – just make sure you capture an email address for anyone who comes by.

Then, you can determine how strong an amplifier your emails were.

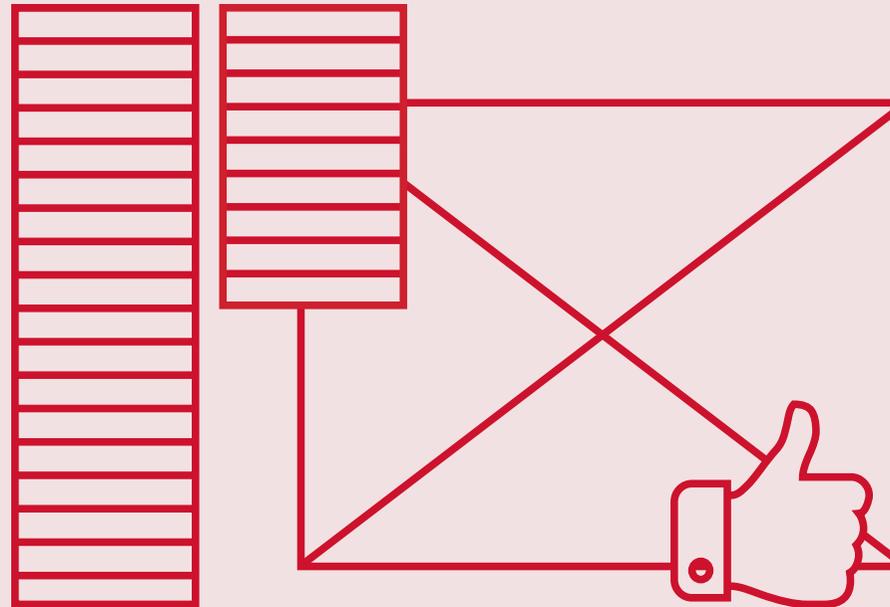
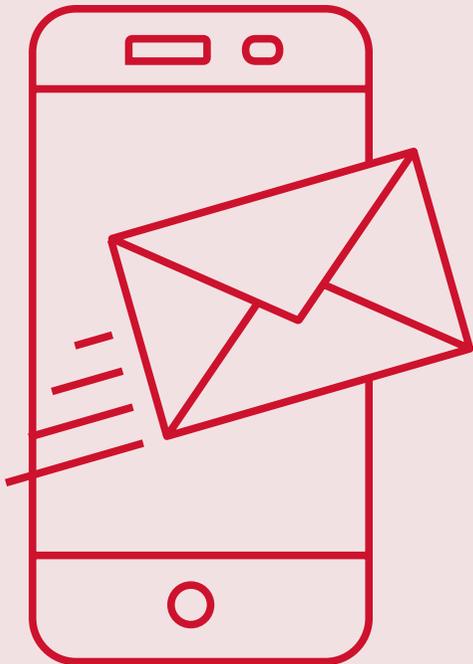
If you want to go crazy, then don't send emails to half your audience, and compare traffic results after that. This way you'll be able to truly determine the effect email has on your stand activity results.

Save time and outsource email design. Focus on your copy & subject lines instead.

Top tips for exhibitors

Make your emails responsive

Roughly half of emails are opened on mobile devices. Dwell time is decreasing, but this doesn't mean your content isn't being digested! Make your emails respond to different devices so they are usable and beautiful.



Experiment with short vs. long copy

Some email lists respond better to a waffle, and some better to an arrow. Test out your list and see what works... you'll be surprised at how big a difference the length of copy makes to your response rates.

Only include images if they add value

No one needs to see stock photography of a rich person in a suit. We all know what that looks like. Make sure your images enhance the objective of the message.



Re-send to non-openers

This is a simple strategy that increases response and eyeshare. A couple days after your email is sent, simply re-send the same message to those who didn't open the first time. You'll be amazed with the results!





Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at www.etf.com.au

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

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