



# Digital Marketing That Gets You Seen Before the Show Starts

Because turning up isn't enough, get on their radar first.



**Hey, I'm Chlöe 🙋**

Head of Digital at Peaky Digital, with over 5 years of experience in the digital space I have a passion for helping brands reach their full potential on social media, exposing the secrets behind email marketing and all things data related.



# Who Are Peaky Digital?

Made up by a team of **10 specialists across 4 core areas, Social Media (Paid and Organic), PPC, SEO and Email Marketing.** We work with **B2B** and **D2C** businesses across the UK as well as a number of international brands.



PPC



SEO



SOCIAL  
MEDIA



EMAIL  
MARKETING



CONTENT  
CREATION



DIGITAL  
STRATEGY



# What Does "To Generate Buzz" Really Mean?

**“To draw positive attention, to create interest in a product or service”**

# The numbers...

**70%**

Of trade show attendees plan their visit in advance

**92%**

Of trade show attendees say their main reason for attending is to see new products

**81%**

Of exhibitors use email campaigns to follow up with leads gathered during trade shows

**27%**

Of exhibitors utilise social media platforms to maintain engagement with attendees after the event

# Today's Takeaways...

## Actionable strategies

- › Social Media
- › Email Marketing
- › PR

# The Goal...

**Increase Stand Traffic**

**Boost Brand Awareness**

**Generate Leads**

It all **starts** with...

# Knowing **Your Audience**

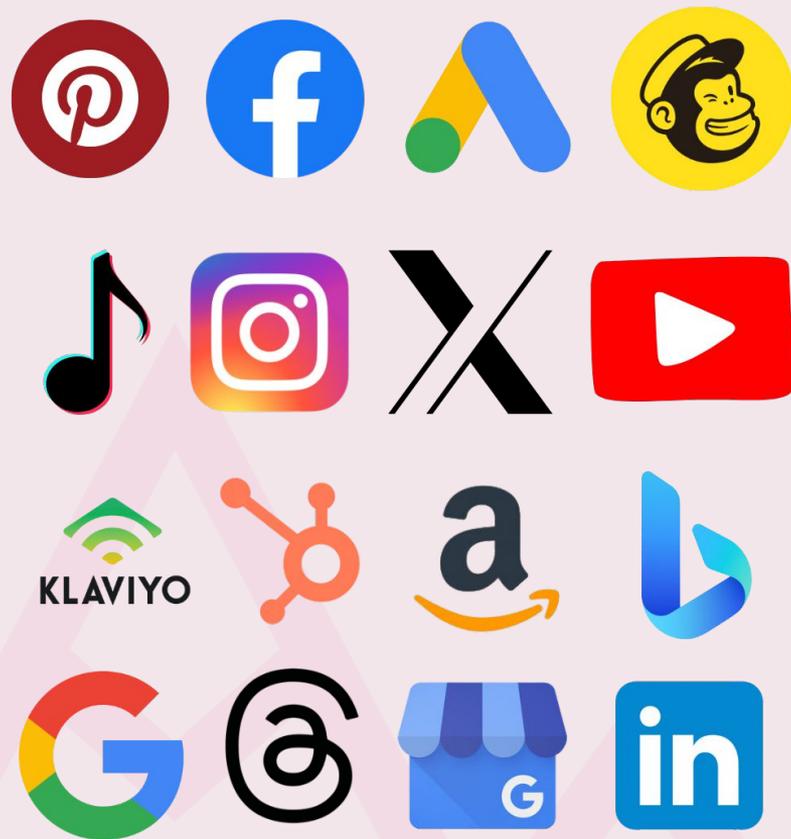
Like, REALLY Knowing Them.

**Their** **Pain Points**  
**Passions**  
**Problems**

**Meet** customers where they are  
**On the** channels they trust most  
**With the type of** content they value.

**7** The number of social platforms the average user engages with in a month.

**But You Don't  
Need To Do it  
All...**



**Go where your customers  
are.**

**You don't have to do  
everything, everywhere.**

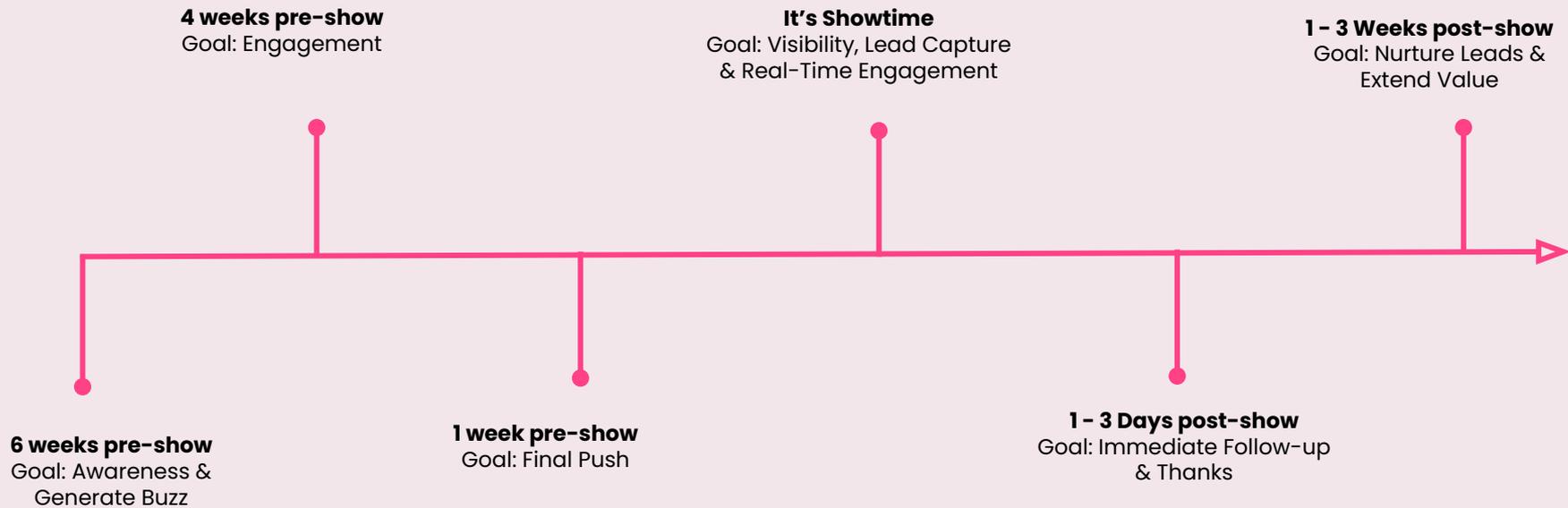
# Shouldn't I Try?

No...

- 1. Diluted Messaging**
- 2. Wasting Time Where Your Audience Aren't Engaging or Present**
- 3. Ineffective Marketing**
- 4. Business Value is Missed**
- 5. Disconnected Customer Experiences**

# Roadmap

Who, what, where, when



# Pre-Show

The “generating buzz” bit.

# 6 Weeks to Go

Goal: Start building awareness

## Social Media Activities

- › Announce your participation (graphics + key messages)
- › Use the event hashtag + tag organisers & relevant partners
- › Create a countdown series
- › Tease any new products, demos, consultations or giveaways.
- › Start following and engaging with attendees, speakers, and exhibitors.

## Email Marketing

- › Send a "Save the Date" to your list with event details.
- › Segment your list to target local or relevant contacts

## PR

- › Draft and distribute a press release "[Your Business] Exhibiting at The West Country Business Show"
- › Pitch local or industry media outlets and blogs.
- › Add event details to your website's News or Events page.

# 4 Weeks to Go

Goal: Spike interest

## Social Media Activities

- › Come and see us to receive XXXX
- › Showcase your stand, product preview, or team prepping for the event
- › Post team introductions: "Meet us at Stand #23 – [Team Member Name] can't wait to chat about [topic]."
- › Launch an event-specific campaign e.g., giveaway or "Visit us & win" contest.

## Email Marketing

- › Teaser email – exclusive products, whitepapers, consultations, or offers at your stand

## PR

- › Follow up on media pitches with a tailored angle
- › Publish a blog or article on what you're bringing to the show
- › Publish a thought leadership piece tied to your solution or event theme.

# 1 Week to Go

Goal: Create Urgency

## Social Media Activities

- › Post story countdowns with behind-the-scenes previews
- › "3 Days to Go!" style content with benefit-driven messaging
- › "5 reasons to stop by stand #X"
- › Packing & Prep Behind-the-Scenes
- › Introduce staff attending: "Meet James, our Head of Sales. Catch him at stand #X!"

## Email Marketing

- › "Where to Find Us at the West Country Business Show" email
- › Highlight 3 reasons to stop by your stand

# Social Media

## Countdown Series

- › “6 weeks to go”
- › “3 reasons you should come and see us at the West Country Business Show”
- › “5 ways to make the most of your time at the West Country Business Show”

## Sneak Peaks

- › Stand design
- › Any show offers
- › Will there be product demos?
- › Competition/Giveaway
- › New/Exciting Merch?

## Team Intros

- › Who to look out for
- › Use a fun Q&A or fun fact format

**People buy from people**

Meet James

- 📁 Role: Technical Sales Lead
- 📍 Ask him about: AI integrations
- ☕ Fuel of choice: Double espresso

- 😞 Who should you talk to at our stand if...”
- Slide 1: You want to reduce costs — Talk to Emily 🍷
- Slide 2: You're building a new team — Talk to Sam 🧑‍🚀
- Slide 3: You love a good pun — Talk to Alex 😄

# Social Media

## Polls/Surveys

- › Are you coming to the West Country Business Show?
- › Shall we run a giveaway?
- › What treats should we bring?
- › What's the best kind of merch?

A significant **83% of users discover new products and services on Instagram**, highlighting the platform's influence on consumer behaviour.

## Teaser Videos

- › 15–30 sec clips of what's coming
  - › Show your team preparing, packing, designing banners, or rehearsing demos
- › Introduce 1–3 team members who will be on the stand
  - › Throwback to last year
  - › Announce or tease your giveaway

## Employee Advocacy

- › Encourage employees to share across their own networks

**A third of company engagement comes from employees**



- › Always include stand number, event hashtag, and clear CTA
- › Keep videos under 45 seconds for Stories/Reels
  - › Use subtitles — most social media is watched on mute
- › Tag collaborators and/or speakers

# The numbers...

**51%**

Of time on Instagram is spent watching videos on the platform

**92%**

Of social media marketers consider Instagram a priority platform

**66.9%**

Of marketers say Short-form video (3:00 or less) continues to be the dominant format for brand social

**70.3%**

Of respondents say carousels are a top-performing format

**3 out of 4**

People on LinkedIn drive business decisions

# During

Capitalising on boosted  
engagement

## During the Business Show

Tag visitors, partners, speakers

Client quotes or testimonials

Behind the scenes

Engage with the event hashtag

Real-time stories

Prompt real-time interaction

Create an event specific QR code to gather data

# Post-Show

We're not sleeping yet

# 1-3 Days After

## Social Media Activities

- › Post a recap with photos of your stand and team
- › Tag attendees, media, and partners you connected with
- › Share a post like "Here's what we learned at the West Country Business Show".
- › Recap Reel/Video

## Email Marketing

- › Follow-up emails to new leads: "Great to Meet You at The West Country Business Show"
- › Segment leads and provide personalised next steps

## PR

- › Issue a post-event release or blog "Our Highlights from the West Country Business Show"

# 1-2 Weeks After

## Social Media Activities

- › Start a content series addressing FAQs from the show
- › Invite new connections to follow your page
- › Start a LinkedIn Group

## Email Marketing

- › Begin a lead nurture sequence with added value (downloads, webinars, case studies)
- › Offer a show-exclusive promo or discount

## PR

- › Provide follow-up info or assets to any journalists who expressed interest

# Audience **First**

Always!

It's a **two-way** street

**Buzz** doesn't start at your stand.

It starts the moment someone  
sees your post and thinks: 'I  
want to meet them.'

# Takeaways

## Start with Strategy

- › Know your audience's pain points & passions
- › Focus on the right platforms, not all platforms

## Follow a Timeline

- › 6 Weeks Out - Build awareness
- › 4 Weeks Out - Drive engagement
- › 1 Week Out - Create urgency
- › During - Be active, live, visible
- › Post-Show - Follow up & nurture leads

## Social Media Tips

- › Use video, countdowns, and team intros
- › Always include stand number & CTA
- › Encourage employee sharing

# Takeaways

## ✉ Email Musts

- › Segment lists for relevance
- › Tease exclusives pre-show
- › Personalise post-show follow-ups

## 📰 PR Tactics

- › Send pre- and post-show press releases
- › Pitch to local/industry press
- › Publish thought leadership & blog content

## 1 Audience First. Always.

- › Start with their needs

# Useful Tools

- 💡 Inspo/Research - **Answer The Public**
- 💡 Inspo/Research - **Google Trends**
- 💡 Inspo/Research - **TikTok Creative Centre**
- 💡 Inspo/Research - **Google Related Search Queries**
- 💡 Creative/Stock Imagery - **Canva**
- 💡 Grid Planning - **Planoly**
- 💡 Stock Imagery - **Unsplash/Pexels**
- 💡 Email Template Inspo - **Milled**
- 💡 Inspo/Research - **Google Ads Transparency**
- 💡 Inspo/Research - **Meta Ad Library**
- 💡 Research - **Google Keyword Planner**

Discover what people are asking about...

Google Bing YouTube Amazon

Enter a topic, brand or product...

United Kingdom English SEARCH

Looking for examples of top ads? **Top Ads Dashboard** Get started

Wondering what's hot on TikTok? **Trend Intelligence** Get started

Seeking creative guidance? **Creative Tips Finder** Get started

Interest over time

Average Feb 24, 2019 Nov 8, 2020 Jul 24, 2022



# Thank You

## Get in touch

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