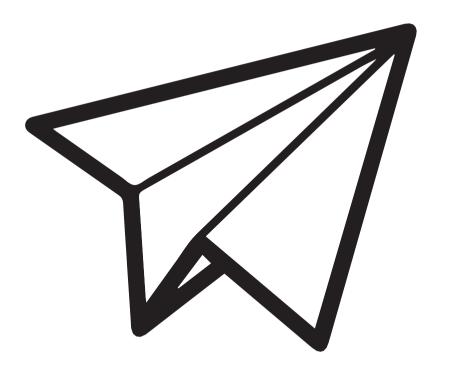
# THE EMAIL MARKETING GUIDE FOR EXHIBITORS



### Congratulations!

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 USE EMAIL AS AN EXHIBITOR?

At the last count there were 4.1 hillion active email. accounts and over 122 billion emails are sent every hour.

Yes every hour!

With statistics like that you will be scratching your head wondering how you can use email to turn you into an exhibiting superstar?

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

"Let'sdonothing.it'stheexhibition organiser's jobtodrive traffictomy stand."

or

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

Both of these strategies are suboptimal, and here's why:

An exhibition organiser's job is to get people to the event much like a shopping centre's job is to get

people through the doors. And once people are in the centre it's the shop's job to get customers to engage with them.

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

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.

## FOUR REASONS WHY EMAIL IS AN EXHIBITOR'S BEST FRIEND



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.



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

HE FACT IS, EMAIL ISN'T JUST SEXY 'S THE KILLER APP FOR AN EXHIBITOR.



# USING EMAIL BEFORE, DURING AND AFTER AN EXHIBITION

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.

3 months out Devise your value-based email content plan.

2 months out Start emailing your customers and prospects with value-led content messages... but not invitations to the show. Build up buzz.

1 month out Promote what vou're doing at the shownew releases, special events, cocktail hours - whatever you're doing that will stand out.

2 weeks out Set up appointments at specific times. The appointments won't always be kept, but it creates a sense of urgency.

1 week out Save your best content for last and announce it now

Day after the show Send out a "nice to meet vouemail."andlinkit to a web form asking for more information about them

1 week after the show Follow up with contentled email. You've got their attention but now you need to build solid interest.

2-3 weeks after the show Setuptrigger-based follow up campaigns based upon their response to the previous campaign.

PRO TIP:

twelve months.



#### PRO TIP:

Remember that email Segment your customers is a branding channel. by geographical region. Make a long list of all of Ifthey'reinthearea the unique things you've of the show, there's no done over the last year need to mention the and all the big things you eventyet. If they'reatrip have planned in the next away, offer some helpful adviceaboutgettingto and from the venue... or about where the best pubs are in the area!

#### PRO TIP:

Youdon'tneedtotell peopletosignup. Ifyou entice them with valuebased messaging, they'll register without any prompting from you.

#### PRO TIP:

Make sure that you only offer a few time slots to create a sense of urgency. Noonewantstogoto an empty restaurant and vour exhibition stand is the same.

#### PRO TIP:

Evenifit's not "news" make it news. You need to put some "show business" in your presence at the "show" andtheemailchannel gets more eyeshare than anything else.

#### PRO TIP:

**SHOW** TIME

> Stand visitors will never be more engaged than just after they've met you. Leverage this top-of-mindedness to find out more about their product requirements and purchase intent.

#### PRO TIP:

Use your email platform's dynamiccontenttoolto personalise the content that is sent to them. Make sure it's relevant to your sales conversations.

#### PRO TIP:

Most email platforms wil have a native campaign automation tool. Use this to cover offall of the potential userjourneys opened but no click. clicked, non opens, etc.



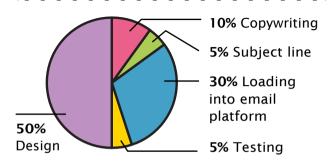


## EXHIBITOR PIF CHARTS

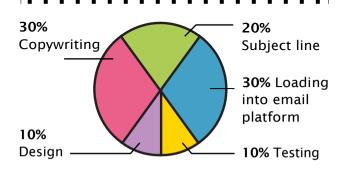


The not-very-scientific pie charts show where exhibitors should be focusing their efforts when sending emails...

How most exhibitors spend their time on an email campaign:



How exhibitors should spend their time on an email campaign:



PRO TIP: Save time and outsource email design. Focus on your copy and subject lines instead.

## KILLER SUBJECT LINES FOR EXHIBITORS



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.

Hereare5stepstocreatingakillersubjectline:

- 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. MentionyourkeyUSPsoverandover. epetition works, especially when using email as a branding channel.Brainwashing? Maybe. Effective? Definitely!
- 4. Trypersonalising.Includingacustomer'sname or company can drastically improve results... just make sure your data is correct or you'll end up looking foolish.
- 5. Splittest. 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 YOURSTAND

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.





## FOUR 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.





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!





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.





For more information about how you can supercharge your exhibiting activity with indepth guides and helpful tips visit;

#### www.facetime.org.uk

Don't forget to follow us on twitter: @facetimeuk

Or call us on 01442 285809 if you need help.

This content was developed in association with Howling Mad Marketing



#### **About Howling Mad Marketing**

Howling Mad Marketing thrives on digital anarchy. We disentangle the trends, turmoil and tactics and deliver brands and media owners fantastic marketing programmes. Whether it's email, social,

CRO or CRM retargeting, Howling Mad is Marketing... with Teeth\*. Visit www.howlingmad.co.uk for more information.



