

# EMAIL MARKETING GUIDE FOR EXHIBITORS



# ROAR

B2B

EMAIL IS AN EXHIBITORS BEST FRIEND!

**At the last count there were over 4 billion active email accounts and over 306 billion emails sent every day!**

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

**“It’s the exhibition organiser’s job to drive traffic to my stand.”**

**“Let’s tell our customers and prospects what stand we’re at.”**

However, both of these strategies are suboptimal and here’s why. Time and again, we see that organisations who invest in pre-event marketing and collaboration benefit by raising their profile and drive significantly higher traffic to their stand than those who don’t.

As exhibition organiser’s our job is to get people to the event, but as an exhibitor it’s your job to shout about what you have to offer. Not promoting yourself or just using messages like, “Come find us at Stand XXX” won’t see you the benefit of exhibiting!

Here are some reasons why your email marketing is important along with best practice tips on how you can use email to ensure your ROI.



## TOP REASONS WHY EMAIL IS AN EXHIBITORS BEST FRIEND

### 1. EMAIL MARKETING HAS LARGER REACH.

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. Email is the currency of the web, and anybody who’s online has an active email address.

### 2. EMAIL MARKETING DELIVERS YOUR MESSAGE.

90% of email gets delivered to the intended recipient’s inbox, whereas only 2% of your Facebook fans see your posts in their News Feed because Facebook limits the number of times your posts appear.

### 3. EMAIL MARKETING HAS HIGHER ROI.

Email yields a better ROI and it comes down to delivering highly personalized and relevant messages. The more data you have about your customers the more targeted you can be through segmentation and dynamic content.

### 4. EMAIL IS THE PREFERRED COMMUNICATION CHANNEL.

Social networks are primarily used to keep up to date with friends & family. Email is a much more professional and people expect to receive information about products and services through that channel.

### 5. EMAIL MARKETING IS AN OPEN PLATFORM.

Social media frequently updates its algorithm to reduce the number of followers who will see a post, unless they are paid adverts. Email isn’t controlled in the same way so there’s no threat of someone limiting its effectiveness.

### 6. EMAIL MARKETING WILL BE AROUND FOREVER.

Remember MySpace? All those users eventually moved on to other social networks whilst the first promotional email campaign was sent in 1978 and has been growing consistently since!

The key here though is to not view email as an isolated marketing channel. It is an amplification channel that 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 event.

# EMAIL TIMELINE BEFORE, DURING & POST EVENT



## 3 MONTHS OUT

Devise your plan for your email content calendar.



### TIP

Remember that email is a branding channel. Make a long list of all of the unique things you've done over the last year and all the big things you have planned in the next twelve months.

## 2 MONTHS OUT

Start emailing your customers and prospects with value-led content messages... Build up buzz.



### TIP

Segment your customers by geographical region. If they're a trip away, offer some helpful advice about getting to and from the venue... or about where the best pubs are in the area!

## 1 MONTH OUT

Promote what you're doing at the show – new releases, special events, cocktail hours – whatever you're doing that will stand out.



### TIP

If you entice them with value-based messaging and give them a gentle reminder to register for the event, this will help you to drive traffic to your stand before the show has even begun.

## 2 WEEKS OUT

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



### TIP

Make sure that you only offer a few time slots to create a sense of urgency. No one wants to go to an empty restaurant and your exhibition stand is the same.

## 1 WEEK OUT

Set up trigger-based follow up campaigns based upon their response to the previous campaign.



### TIP

Even if it's not "news" make it news. You need to put some "show business" in your presence at the "show" and the email channel gets more eyes than anything else.

## DAY AFTER EVENT

Send out a "nice to meet you email". Tailor your message to the conversation you had at the event.



### TIP

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

## 1 WEEK AFTER

Follow up with content-led email. You've got their attention but now you need to build solid interest.



### TIP

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

## 2-3 WEEKS AFTER

Set up trigger-based follow up campaigns based upon their response to the previous campaign.



### TIP

Most email platforms will have a native campaign automation tool. Use this to cover off all of the potential user journeys – opened but no click, clicked, non opens, etc.

