

10 for '10

Most tradeshow managers are on a perennial quest for new ideas to attract attendees and exhibitors. Here are **10** marketing tips to think about in 2010. If you're already doing all of these, take a bow and call Fixation Marketing for a list of the next 10 for '10.

Direct Mail Database Management

1. How healthy are your lists? A marketing campaign is only as good as its lists. Don't waste printing and postage on people who are no longer relevant to your event or service. Give your lists a full physical using an experienced database analysis/list management service. Collaborate on this with your marketing agency. It's worth the time and investment to get your lists in good shape!

International Marketing

2. Publishers continue to be your best source of international lists so be sure to cultivate your media relationships. You'll also need them for sending out e-mails on your behalf.
3. Consider taking your full conference piece and making a digital brochure – with translated introductory pages as supplements for your top 3 languages.

E-marketing

4. Resolve to do at least one test early in your e-mail campaign. You can keep it simple – test an incentive idea (1 with and 1 without) and track open rates, uptick in registrations, etc. Or test two different subject lines. Doesn't need to be complicated!
5. Cultivate and invest in methods for capturing e-mail addresses for your current and past attendees and exhibitors as well as prospects. As promotions move into the online realm, you'll need to have e-mail addresses where you may have only had mailing addresses before in order to keep your reach broad. Examples include requiring a unique e-mail address for each registrant and offering multiple opt-in opportunities with online promotions. Be sure to have a centralized database that captures all new e-mails gained through promotions.

Social Media

6. Invest in social media. Make sure you are present in the social media channels that make sense to your industry. These are great ways to communicate with your prospects and to learn what is being said about you. Tap into listening tools that allow you to track all that's being said about you online (e.g., Looking Glass and Technorati).
7. Cultivate offline relationships with key advocates of your tradeshow. You can then tap them online to be evangelists that help build your online communities by inviting industry peers and colleagues to become fans of your Facebook page, follow you on Twitter and connect with you on LinkedIn.

Utilizing Smartphones

8. Make sure your website is optimized to be accessed through Smartphones. Also, consider a mobile app so attendees can access floor plans, exhibitor profiles and products showcased at your show.
9. Always create your e-mails with a mobile version for viewing through a Smartphone.

Attracting New Customers

10. Use viral marketing so the people who are already attending/exhibiting at your show can easily share and invite other people to attend/exhibit. For example, incorporate sharing tools in your online communications to reach prospects (e.g., forward to a friend social media posting functions).

And one more for good measure:

11. Experiment with video from customers who are willing to be evangelists for your event. Encourage your strongest tradeshow advocates to "broadcast themselves and their love of your show" by posting and sharing personalized video testimonials about why your show is so great on YouTube. Visit www.fixation.com to view examples of video testimonials.

There are more where these came from.

Contact Fixation Marketing for more ideas to keep your show out in front.

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