

Getting the Most of Social Media – Tips for Exhibitors

#EugeneHomeShow

<https://twitter.com/EugeneHomeShow>

<https://www.facebook.com/EugeneHomeShow>

<https://instagram.com/EugeneHomeShow/>

We know you are becoming more and more engaged with social media these days and we would like to share a few tips to ensure that your posts are being heard and not ignored. By promoting your business before, during and after the show you will be able to leverage your promotional investment.

Social media can:

- 1) Drive more traffic to your exhibit and sales
- 2) Help your exhibit stand out from competitors
- 3) Create buzz and coverage of your company
- 4) Reach customers who are not onsite pre & post show

Here are some ways to take advantage of the opportunities that social media provides when exhibiting:

- 1) Develop a schedule of social media messages and reminders that will go out before, during and after the events on your social media channels. This way the promotion starts well before your show.
- 2) First, invite your existing followers/customers to the event. Post reminders about dates, times and targeted seminars. Do this at least a month out.
- 3) Promote your presence at the show in your email signature.
- 4) If you are speaking or sponsoring a seminar, tell people where your seminar is located at the show. Get feedback from attendees on what information they want to learn during the seminar. Hunt down the sessions that you think your customers will benefit from most and share them online. Talk to your customers about their needs not just about yourself or your company.
- 5) Regularly post about the event on your organization's Facebook wall—move in to closing day. And don't forget to include the event's hashtag #EugeneHomeShow or @EugeneHomeShow
- 6) Tell your audience what the event hashtag is and show them where to go to follow along and participate in trending topics. Our hashtag is #EugeneHomeShow.
- 7) During the show, tweet about highlights and fun activities going on each day. Use the official hashtag.
- 8) Be the first to report on any major announcements in your company or industry.
- 9) Don't forget to invite everyone to your exhibit to see your latest products, discounts or special offerings.
- 10) Take pictures of you with your clients and share them while tagging everyone in each photo.
- 11) Try to connect with anyone new you meet and follow them online.
- 12) Be sure to share posts or tweets from the show, major headline speakers, or other exhibitors.

In a Nutshell: Start Early, Be Chatty, Use Hashtags, Offer Value and Follow Up!