A POTTED GUIDE TO EMAIL FOR EXHIBITORS

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

Y

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 you email," and link it 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

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

PRO 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.

PRO TIP:

Segment your customers by geographical region. If they're in the area of the show, there's no need to mention the event yet. 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!

PRO TIP:

You don't need to tell people to sign up. If you 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. No one wants to go to an empty restaurant and your exhibition stand is the same.

PRO 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 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 dynamic content tool to personalise the content that is sent to them.

Make sure it's relevant to your sales conversations.

PRO 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.

