



7 Trade Show Promotion Mistakes to Avoid

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Whether it's through giveaways or marketing, promotional mistakes at trade shows can cost you sales, leads and possibly the strength of your brand. Avoid these trade show giveaways and promotion mistakes to make your exhibiting experience a better one for you and your brand.

No pre-show promotion: There are so many affordable routes you can take to accomplish this. Promoting your presence, booth location and what you'll be offering at the trade show on social media is necessary and doesn't cost anything. Emailing your clients and anyone in the industry who might be coming to the conference is also very easy to do. Direct mailers still have their place and can be effective as well.

Not targeting prospects: Before you even choose to exhibit at a trade show, you should be able to narrow down the demographics of a show and what kind of industry professionals will be attending a certain show that would be interested in doing business with your company. There's no bigger waste of time and money than exhibiting at a show that doesn't fit with your company's target audience.

Low quality giveaways: This is definitely not an area you want to be cheap in. Trade show giveaways like flimsy water bottles or items that break easily make your brand look bad. Any trade show promotion item you giveaway that has your brand on it and breaks is officially a trade show fail.

Contests that aren't memorable: Contest giveaways can be effective in getting your trade show booth some extra attention and more leads. How qualified are those leads

going to be? You might think giving away a new table or some cool piece of technology is going to help you no matter what, what good does that giveaway contest do your company if the people entering have zero interest in your product or company? The winner of that tablet probably won't even remember who they won it from. Give away items in contests to customers by pre-qualifying them.

Not inviting clients to your booth: Existing clients or potential clients you've spoken to before the show should be the first people invited to your booth. Show them what's new and have special offers ready for them. You want to pick up new leads and customers at trade shows, but retaining existing ones should also be part of your plan.

What follow up plan?: You're hoping that all those accessories and giveaways you planned helped you gain more sales and leads. The show might be over, but your work is not done. If you don't have a well-planned, well-timed follow-up plan to reach out to those leads, you wasted a lot of time at that trade show. Lead-to-sale conversions fail because of poor follow-up plans or emails, not because of what happened at the trade show.

Untrained booth staff: Companies and exhibitors spend a lot of time on trade show booth ideas. The most important part of your trade show exhibit is your booth staff. There are no cool giveaways, deals or demos you can run with if your staff isn't trained or prepared. The best trade show promotion you can have is engaging booth workers who are customer-oriented and know the company and its products.

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