



Trade Shows: Time to Light up Your Skills

Trade show is one of the **marketing procedures** where there is a chance of displaying your products and services at the same and that also on a bigger stage. Though, the practice has not got phenomenal response yet the **investors** are not pushing back to cut the amount they spend on the shows.

I will not say that trade show is a bad idea or it affects the funds, but making it into the act is not that possible also. Hence this article will give you some tips and tricks to make your trade show more effective and fruitful.

Do Thorough Research

Before starting anything first you need to have proper research. If you have access to the registration list, analyze it. Look up **registrants on LinkedIn**. Develop a list of targets you want to seek out during the event. Along with research the sponsors, too. They should also be a part of the event so that you will get more exposure.

Creatively Partner With Event Organizers

If you're holding an educational or social event, brainstorm with them to see how they can help you **attract more and better attendees**. This can be started from pre-mailing to the targeted audiences you are looking. Negotiate support before signing contracts to **minimize costs and maximize opportunity**.

Get Involved With The Event

Do not act like statues at a booth. Try to take part effectively so try to attend few sessions. It will help you **build relationships** and you will be able to strike up more relevant conversations if you just sat through the same keynote. Best of all, the conference will be more fun and you'll learn a lot more.

Provide Value, Not Trinkets

Understand the value of time. Remember, listeners seek knowledge so that they can share with others. Provide what they really can use: resources to drive their business to the next level – whether that's a strategic piece of content, a tool or an opportunity to network with their peers.

Focus Only On Those Who Have Expressed Genuine Interest

Going through all won't be possible neither it would be fruitful. Instead of focusing the mass, grab your attention to those who wants to listen and have genuine interest on you and your service or product. Don't care about those who don't care about you and products.

Promptly And Professionally Follow Up

Before the event even begins, be ready to follow up. Prepare a brief, **customizable email template** to send out immediately afterward. It can come directly from the sales professional who spoke with the prospect, or it could reference the conversation and any key information you were able to capture. If the prospect doesn't respond, follow up with a thoughtfully **scripted phone call** where you position yourself as a resource they can turn to when they are ready to talk. Don't stalk and don't be pushy, but do be responsive and close the loop. And be absolutely sure that only one person is doing the follow up.

Track And Measure The Results

After the follow-up emails have been sent and calls have been made, note how many are still in your **marketing and sales funnels**, and how many deals closed. Monitor this throughout the year to determine whether the trade show is worth investing in the next time.

These were some of the ideas that I have discussed with you guys. If you have some other ideas or even better ideas and ways then please feel free to comment and suggest some of the other great ideas. Keep blogging and keep sharing. Cheers!

Resources

www.b2bmarketingzone.com

<http://www.thomsondata.com>

About the Author

John Duff is a published author and senior marketing manager for **Thomson Data**, a data management company that has helped sell thousands of software products on a global scale. With over 11 years of experience in **online marketing techniques**, John has authored articles for several leading business journals, worldwide.