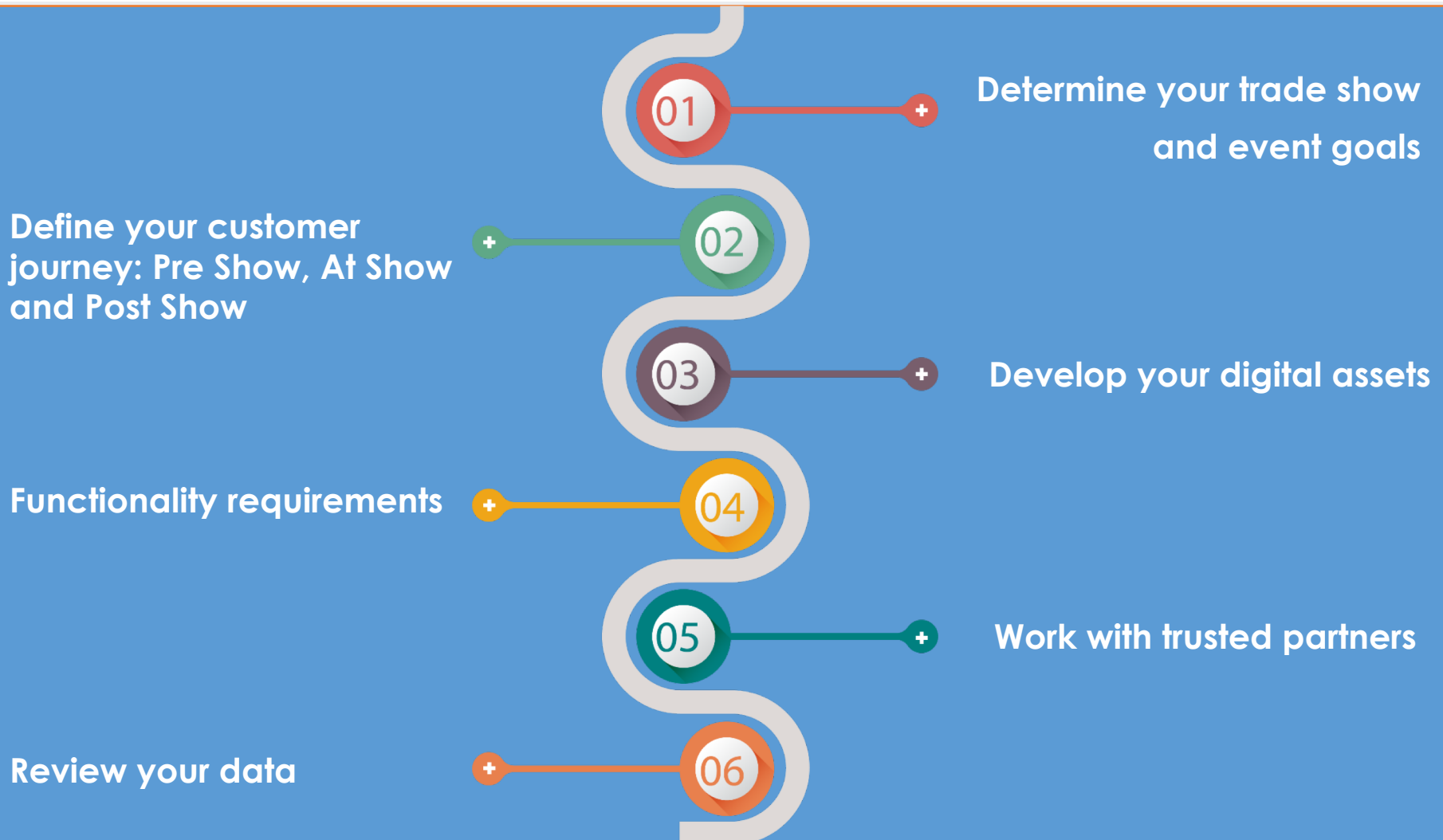




Sustainable Business Relationship Building  
Through Digital Strategy Solutions

**Digital Marketing Basics for  
Trade Shows and Events**

# THE PATH TO SUCCESS



## 01

# DETERMINE YOUR TRADE SHOW AND EVENT GOALS

- Clear goals will lead you to define your strategy in a way that keeps you on track for success.
- Important to define your KPI's (Key Performance Indicator)

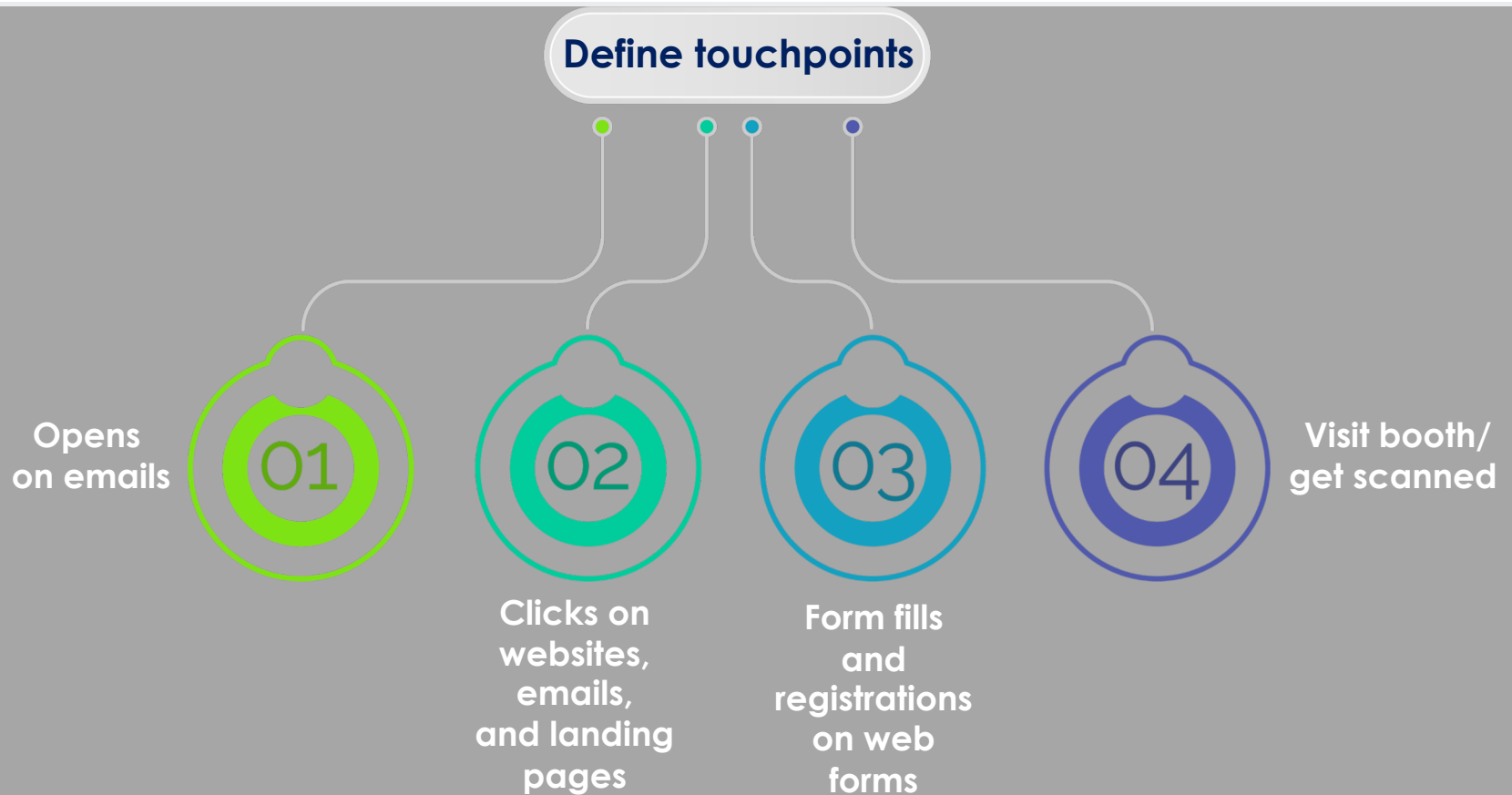
## Examples

Drive traffic to the booth vs. Drive target audience to the booth (target audience more likely to make a purchase)

Convert leads vs. Convert % of qualified leads based on booth traffic and demographic data

Brand awareness vs. engagement (touchpoints pre-show, during show, post-show)

## 02

DEFINE YOUR CUSTOMER JOURNEY:  
PRE SHOW, DURING AND POST SHOW

# SAMPLE EXECUTION



## Pre conference Marketing

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- Email Blasts
- Facebook Ads



## At Conference Marketing

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- Signage and Ads
- Mobile App Push Notification
- Booth Drivers
- Premium bag insert



## Post Conference Marketing

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- Post Event Thank you email

# SAMPLE RESULTS

Customers are treated like VIP's and provided a great experience.

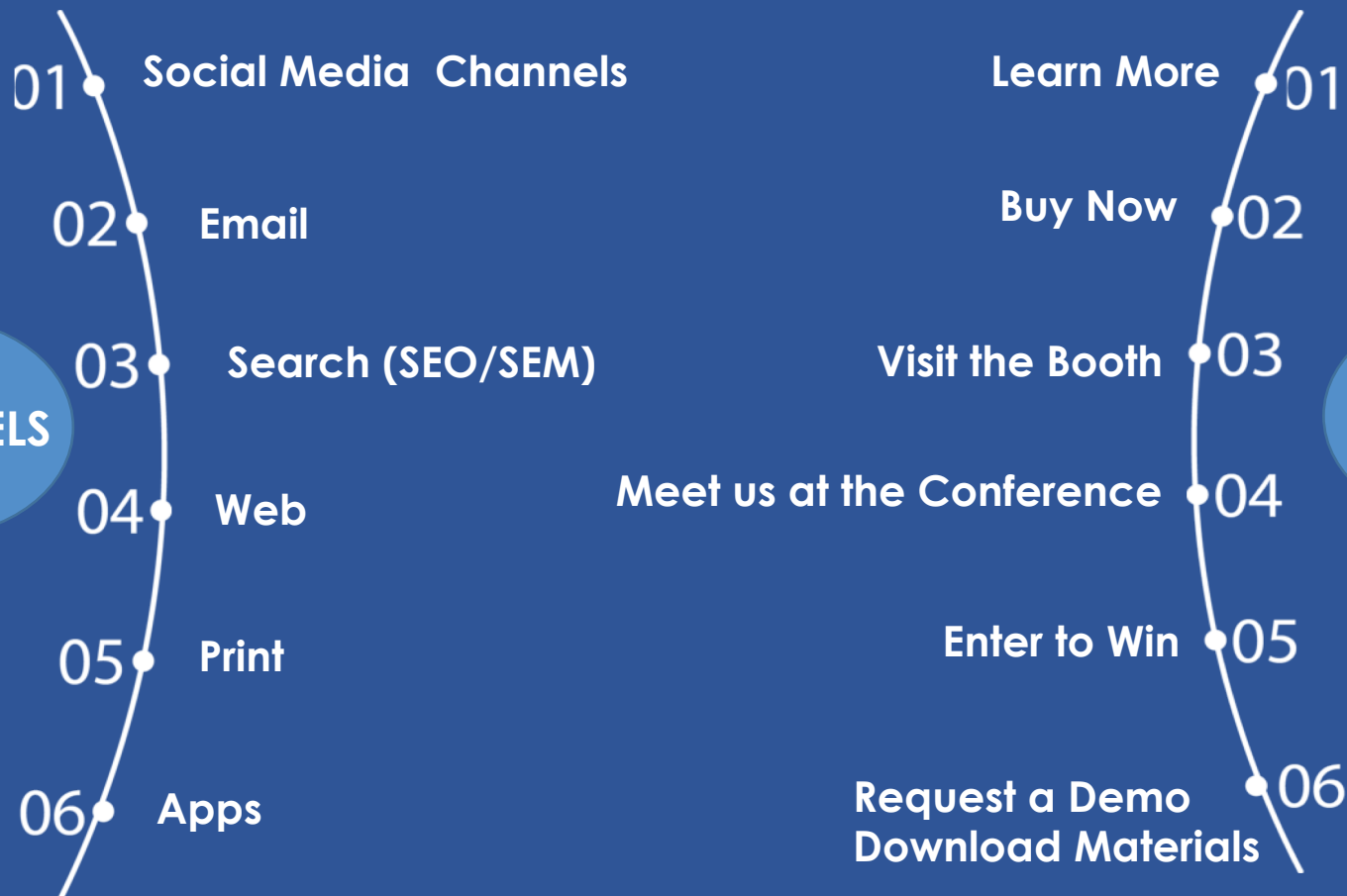
The campaign allows the conversation to continue, that extends beyond the conference.

Through the campaign, approx. XXX impressions were made and XXX unique leads were captured.

## 03

## DEVELOP YOUR DIGITAL ASSETS

Design the pieces of your journey, taking your target customers and your branding into consideration, so that everything is eye popping, engaging, and user friendly.



04

# FUNCTIONALITY: HOW DO YOU WANT YOUR CAMPAIGN TO RUN TO GENERATE LEADS?

From emails triggering based on user action, to landing pages showcasing web forms, etc.

01

Wish list → if X, then Y

Reviewing CTAs and  
journey

02

By creating an account, you agree to our terms & conditions.

**ADD TO CALENDAR**



05

# WORK WITH TRUSTED PARTNERS TO HELP FILL IN THE BLANKS

Be aware of your  
team's **core  
competencies.**

Know when to  
call on agencies  
and conference  
organizers to  
**help fill in the  
blanks.**



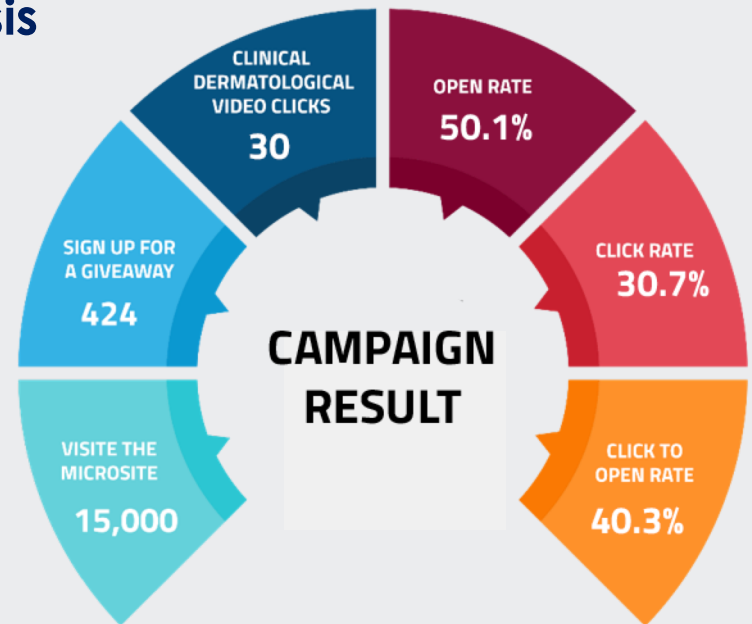
## 06

# REVIEW YOUR DATA: DETERMINE YOUR RETURN ON INVESTMENT

The only way to show success is to review your data and determine your ROI.

## Go back to your goals and prove hypothesis

- **Drive traffic:** Booth traffic, session attendees compared to sales 2 weeks post conference
- **Convert quality leads:** Compare booth scans to your email clicks and website visits
- **Drive engagement:** Compare your email click-throughs and *webform submissions to your overall tradeshow lead database*



## Define ROI

- $\text{Net Profit} / \text{Total Investment} \times 100$
- Profit can include tangible and non tangible based on initial goals

# TAKEAWAYS

**Two things will never change, the importance of:**

**Setting clear goals**



**Collecting data to back it up**



# Thank you.

The NX3 Team

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## About NX3

NX3 is a one stop solution for all your digital needs. Using advanced digital platforms like Marketo and Salesforce for coaching, marketing and enablement, NX3 has a knack for transforming your business in a matter of months. We lay special emphasis on developing a very personal relationship with our customers. At NX3, we aspire to create a customized individualistic experience through our services not only for our customers but for their customers as well in a chain of steps carefully designed in the form of a customer journey. We execute across multiple channels to achieve maximum traction for our clients.

### TECHNOLOGY PARTNERS



CrownPeak



ANDROID



Microsoft



Allscripts®

