

# SOCIAL MEDIA DEVELOPMENT **ProExhibits**

The power of social media, used wisely, can increase both your exposure and sales. The question to ask yourself is, “What components should my social media marketing mix include?”

We’ve created this worksheet to help you understand the options you have to design the perfect social media campaign. To use it, download the form, click on the links to research the possibilities, then click on the checkboxes for those options you want to develop in order to reach your goals. Once you’re finished, you’ll have a comprehensive list of actionable steps to develop your social media strategy. As always, we are happy to supply you with expert advice, referrals, reading materials, analytics, and innovative ideas to guarantee your event and trade show success.

## PRE-SHOW (2 months to 1 week prior to the show)

### Understand What & Who You’re Targeting

- ☐ Define your **goals** for social media related to a specific trade show.
- ☐ Define your **audience demographic**.

### Choose the Right Tools

- ☐ Identify the social media platforms where your audience congregates. If your company already uses social media, choose the platforms that have the highest engagement figures. Consider:
  - ☐ **Facebook**
  - ☐ **Twitter** (or a Twitter alternative like **Mastodon**)
  - ☐ **YouTube**
  - ☐ **LinkedIn**
  - ☐ **Pinterest**
  - ☐ **Instagram**
  - ☐ **FourSquare**
  - ☐ **Flickr**
  - ☐ **TikTok**
  - ☐ **Discord**
  - ☐ **Tumblr**
  - ☐ The metaverse (including gaming platform options like **Roblox** and **Fortnite** and less structured environments like **Meta Horizon Worlds** and **Xone**)
- ☐ (If using Facebook) Start an Events page on your account – Mark it as “public,” and allow shares. List your special offers and products here with tagged photos that link to your promotions or company info. Invite Facebook followers to your Event.

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- ☐ (If using LinkedIn) Set up a Company page, then create Product pages – Ask your best current clients for their personal “Recommendations.” Link to this page in your email campaigns.
- ☐ (If using YouTube) Upload product videos, tag and hashtag them, and share to all your social media platforms – Use these videos in your emails.

## Gather Data

- ☐ Follow official event accounts of the trade show on Facebook, LinkedIn, and other social platforms.
- ☐ Set up Google Alerts or use a social monitoring tool like **HootSuite** or **Mentionlytics** to alert you whenever your company is mentioned online – Set these up with your competitors’ names and hashtags too.
- ☐ Target prime prospects by title or industry using **Tweetdeck** or **Audiense** – **Twellow** can help you search geographically to find customers who live near the event location. **Nexalogy** identifies key ideas, themes, and trends on social media.

## Set Yourself Up for Success

- ☐ Create a master social posting calendar – Aim for a schedule of regular event-related posting that increases in frequency as the event draws nearer.
- ☐ Create your company’s trade show hashtag – Incorporate the show’s existing hashtag, as long as it doesn’t create too many characters (ex: #CES2023booth35 or #2023CES35).
- ☐ Use your hashtag on all your company’s social media pages and in all event-related content – Be thorough; this means every:
  - post
  - tweet
  - photo
  - video
  - press release
  - blog
  - directory listing
  - landing page
- ☐ Set up an account on a social media management tool like **HootSuite**, **Sprout Social**, or **Buffer** – Post engaging content several times daily on several different platforms.

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- ☐ Insert social media widgets, addresses, or QR codes on your website pages, emails, and even print advertising.
- ☐ Shorten your URLs to make them easier to tweet and retweet – **Bitly** and **TinyURL** are resources for this.
- ☐ Use social platforms to tell your social media audience about your upcoming show – Ask them to follow your company's social accounts for inclusion in contests, promotions, and incentives.
- ☐ Share your social presence with your email list as you tell them about the upcoming show – Ask them to follow your company's social accounts for inclusion in contests, promotions, and incentives.
- ☐ Search the show's hashtag (ex: #CES2023) on Twitter and other relevant platforms to find other exhibitors, opinion influencers, and industry experts – Start to develop win-win relationships. Follow them in hopes of them following you back.
- ☐ Comment on posts from the official event account, fellow exhibitors, and others who are attending – Share their content to your own accounts (where appropriate) in a bid for them to reciprocate.

## DURING THE SHOW

- ☐ Create promotions around VIP show passes and other deals.
- ☐ Give away prizes or hold a drawing for everyone who shares or retweets your social media pages or tagged photos – Tools such as **Rafflecopter** and **AgoraPulse** can help.
- ☐ Post photos and videos from the event as it happens – Tailor your content to each platform. For instance, post short video clips on TikTok and Instagram, and include photos with the Instagram clips.
- ☐ Keep up with official event postings by commenting, replying, and sharing where appropriate.
- ☐ Run a scavenger hunt (solo or with fellow show exhibitors with whom you've connected) – Use **Scavify's** mobile app to create a scavenger hunt that also lets you capture lead contacts. Scavify also integrates easily with your social media accounts.
- ☐ Invite show attendees via social media to an RSVP-only lunch or cocktail party at your booth.

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## POST-SHOW (1 day to 2 weeks after)

- ☐ Develop a post-event content schedule that includes photos, videos, and any other content that highlights your exhibit and event experience; for example:
  - ☐ Write a blog post summing up the event highlights, any fun memories, and product info.
  - ☐ Post a video (**Animoto**) highlight reel to YouTube.
  - ☐ Share booth staff post-show reactions on TikTok.
- ☐ Continue using your event hashtag for each piece of event-related content you post.
- ☐ Offer a thank-you giveaway, drawing, or promotional discount to everyone who shares your content, their experiences, or a product-related photo to your social media accounts.
- ☐ Set up a post-event survey to send to your email list – Share a link to the survey on social media to capture people who were at the event but who aren't on your mailing list yet.
- ☐ Link all post-show posts back to your website landing pages or to downloadable PDFs about your products.
- ☐ Email booth visitors asking for recommendations of your product(s) on your LinkedIn Product page. Thank them when they do.
- ☐ Use any positive Twitter feedback productively by posting that thread to your website or blog – You can use this in pre-show communications for future events.
- ☐ Tweet new followers a request to connect with your main corporate Twitter account when the show hashtag is no longer in use.

**Creating a trade show exhibit is a lot of mental work and manpower. Let us take something off your plate. The design, the build, or anything else related to an upcoming appearance — we have your back. Contact us today!**