

ON TARGET

Tips on Tradeshow Marketing

August Newsletter

Making A Positive Impression



For companies not accustomed to advertising or trade show exhibiting, turning a basic marketing message into an ad or a trade show display that can draw attention can be a challenge. It may be tempting to just do it yourself rather than pay for professional writing and design, but making the right impression is worth the extra investment. You can only stand out from the crowd when your exhibit, ads and other promotional materials work together to reach the right audience with the right message and brand image. [Read Article.](#)



Quick Links



Client Aquisition and Maintenance

What is the best method of finding new clients? What is the best way to maintain relationships with those clients we are already doing business with? The first step is understanding there are three key ingredients people and organizations look for from the people they chose to business with; utility, credibility and relevance.

Utility is related to the satisfaction customers get when they consume a particular product or service. This satisfaction is what economists call value. If customers do not perceive value then they look elsewhere for the solutions they need. [Read More.](#)



Social Media Marketing at Trade Shows!



Hello Exhibitors! Check out Episode 3 of our 2013 series: Social Media Marketing at Trade Shows! In this video we discuss how to use Social Media to attract attendees to your booth, and generate leads. In general Social Media is a great tool to hype the show, encourage attendees to stop by your booth, and collect important contact information. These are just some of our favorite ways to accomplish those goals but the possibilities are endless!

[View our video!](#)

Industry News Links

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[Eight Trends in Trade Show Events in Europe](#)

[Technology that Creates an Interactive Experience](#)

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