

How to Replace a Canceled Trade Show with a Webinar

Seven Steps to Replacing a Canceled Trade Show with a Webinar

Speaker

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Bruce McDuffee

- Founder MMG
- Engineer with 25+ years sales and marketing experience
- 100s of webinars over 10 years

Why are we here?

1. How to replace the leads and customer contact points of a trade show with a webinar
2. A 7-step framework
3. Next best thing to the in-person social interaction



The 7 Steps

7 Steps to Replace Trade Shows

1. Find your audience
2. Know your audience - Identify their common pain, problem, or aspiration
3. Choose educational content
4. Create the webinar
5. Invite the audience
6. Choose your subject matter expert (SME) – repurpose canceled speaker slots
7. Ask the show promoter to promote your webinar

1. Find Your Audience

- Ask the trade show promoter for the list of show registrants
- Consider your in-house database – segmented appropriately
- Use the trade association if available



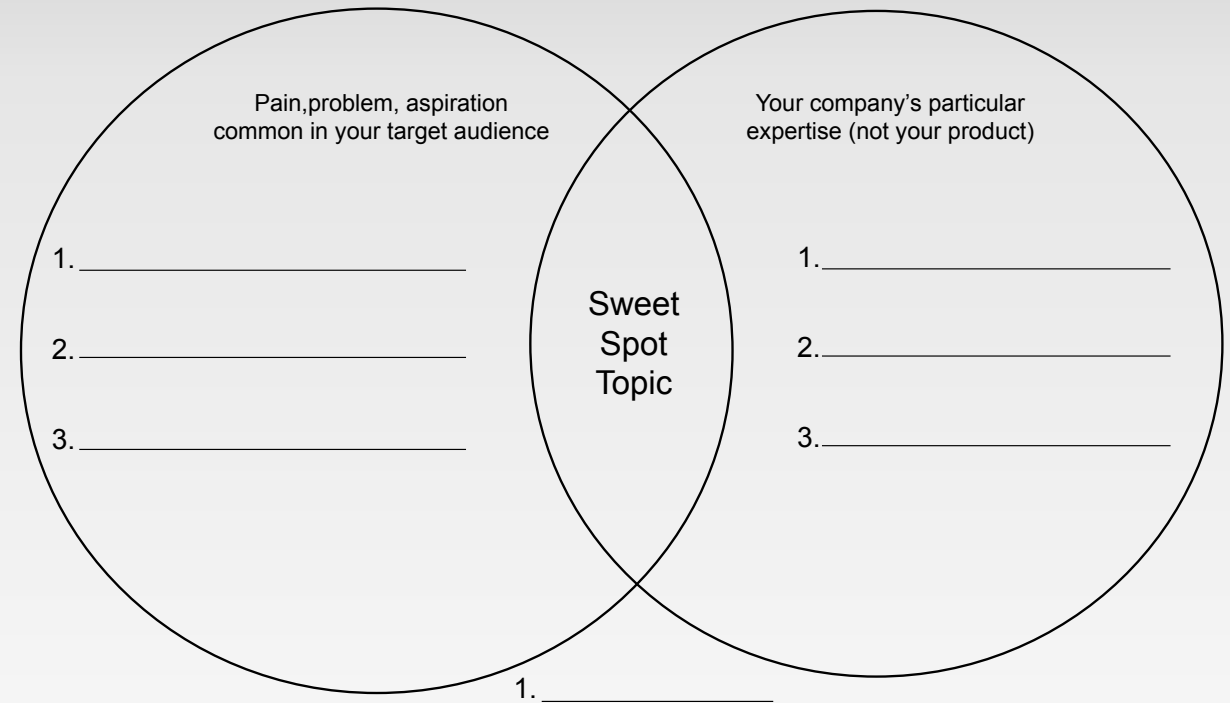
2. Know YOUR Audience

- What is the pain, problem, or aspiration where your company can help?
- Who is the person (job role or title) you want to talk to and why?
- How can you help make their life a little better?



3. Chose an Educational Topic

- Education vs Product?
- What about new products?
- Give them something they can use!



4. Create the Webinar

- Check out our last webinar - Go Virtual with Webinars
- Plan well in advance
- Practice – don't wing it



5. Invite the Audience to Sign up

- Prepare the list
- Trade show registrants
- In-house database
- Social media – LinkedIn paid ads – highly targeted
- Be sure to use an automated process



6. Choose Your Subject Matter Expert

- Easy if you had a speaker lined up
- Look for someone known in the industry
- Avoid using salespeople or senior execs
- Product managers, application engineers



7. Ask the Event Promoter to Promote

- The promoter may also be tied to a trade association
- Consider a swap of funds if appropriate



Questions?

Next Steps

- **Webinar resources package** – type in the chat if you want it
 - 128-day checklist, 8 step guide, sweet spot topic template, Day of Event checklist
- **Webinar services** – visit our website for more information and pricing
- MMG for HubSpot, Marketing, Sales for Industrial Companies