

# Nomadic Display<sup>®</sup>

Tune in, turn on and take off with

# Social Media

for Trade Shows and Events



## Inside You'll Find:

- Step-by-step instructions for boosting booth traffic
- Social media strategies for post show follow up
- Metrics to measure social marketing impact
- Preferred social media management tools
- Best practices for optimizing search and social

...and much more

# 76% of Exhibit Marketers are using Social Media for events.

Whether you're new to the social media landscape or are a seasoned veteran, we want to help you harness the power of social media at your upcoming exhibitions and corporate events.

A couple of things before we get started...

Social media offers your audience a choice of channels in which to receive your communications. Think of your social channels as another avenue of communication to build momentum and deeper engagement with your audience.

What makes social media unique compared to other online marketing tools is that it can be used as a valuable vehicle for delivering real time insights to your target audience. Each social platform has its own unique advantage. This "how to" guide will explore various social channels and show you step by step how each channel can be used to boost your pre, during and post show results.

It's easy to add social media to your live event marketing programs. If you're a social media newbie, here's a quick start checklist.

1

## Set-Up Your Corporate Accounts

If you are B2B, We recommend that you set-up a **LinkedIn** Company Page. Later we'll discuss how it differs from your Personal LinkedIn account. **Facebook** and **Twitter** are the most popular sites, followed by **YouTube**.



Keep in mind that search and social are a dynamic duo. Be sure to incorporate your top keywords in your profiles and posts to boost your organic search engine rankings.



It's also a good idea to keep your competitors social accounts on your radar. View the channels they are most active on, and how they are using social media to promote their brand/services.





Set-up a Google Alerts account to have notifications sent to your inbox whenever your brand or competition is mentioned. You can set up your account to receive alerts on a daily basis or on a weekly basis; this allows you to monitor what people are saying about your brand anywhere on the web.

2

## Invite Your Community

Then, start building your social empire of followers/friends/likes. Invite your target audience - - prospects, clients, distribution partners, suppliers, industry experts, whomever you choose, to attach to your Corporate Accounts. Send out invitations directly from each social channel using addresses from your email subscriber base. After all, they are already familiar with your brand and receive your communications on a regular basis. Twitter has an automated system that allows you to upload a list of email addresses and send out invitations directly from the application.



Make sure to create a social widget wonderland. According to [BtoB online](#) over 65% of marketers are incorporating social media widgets into their print and electronic campaigns. So, make sure to embed social media widgets (aka buttons) into your website, blog, emails, print ads and mailings to encourage visitors/readers to attach to your Corporate Accounts.

3

## Map Out Your Posting Plan

Many exhibitors select specific products or services to highlight at events based on their target audience. So it is important to map out a specific plan for when and what to post at each of your events - before, during and after they are over. Your communications should be released on a consistent basis and support the goals you've established for each of your events.



3

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Did you find out social media white paper helpful? Let us know by [Sharing your experiences](#)

Tune in, Turn on and take off with  
Social Media for Trade Shows and Events

# Launch Your Events To The Twittersphere and Beyond!



## About Twitter

Twitter is a micro blogging tool designed to deliver messages under 140 characters in real time. It also offers the ability to link audiences to your online content.

Consider Twitter the “mouthpiece” of your corporate communications because it offers the ability for you to reach a wider audience that’s not limited to just your followers. By strategically incorporating hash tags you can target messages to a particular community. (More on that a little later).

Twitter can also be synched to other channels such as [LinkedIn](#) and [Facebook](#), allowing you to maximize your social impact one tweet at a time.

To identify potential followers to add to your community, you can search for candidates by title or industry using free social directories such as [Twellow](#), [Wefollow](#), and [Tweetdeck](#). You can even target your local audience (geographically) by using [Twellowhood](#).

## PRE SHOW

### The Early Tweet Gets The Worm

Although Twitter is engineered for spontaneous micro blogging, if you’re too busy to post real time tweets, schedule them ahead of time by using automated platforms such as [TweetDeck](#), [Hootsuite](#), or [Buffer](#).

Remember to schedule them for release based on the respective time zone associated with the location of your event.

## Hash It Out

Social savvy exhibitors use the [official hash tag](#) for the live event in their tweets. But be careful because your message can get buried when it’s attached to the official hash tag at larger events like the Consumer Electronics Show. So, consider creating your own event #hash tag in conjunction with the official event hash tag to isolate your messaging to a custom keyword stream.

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For example:

Official event hash tag is #ShowName

Your event hash tag: #ShowNameBoothnumber

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Create a dedicated Show Account for each event, with a username like: “Your Company Name at Show Name”. If you decide to try this, post tweets to both your Company and exclusive Show Accounts to be sure ALL of your followers get the message.

If show management provides you with VIP passes, distribute them to your audience by posting the link to your social channels with your authentication code.



## DURING THE SHOW

### Team Up For A Tweet Off

Expand your visibility at the event by collaborating with other exhibitors in a Tweet Off. Partner up with neighboring booths to sponsor a scavenger hunt. Guide your followers by tweeting tips to visit each participating booth where they can gather clues to the next location. The first to complete the rotation wins! Remember, Face to face engagement is the KEY to unlocking Show Smart success.

### Have A Tweetup

Invite your followers to gather at your booth for a "Tweet Up" where they can engage with your products/services and chat up sales reps. Tweet to followers using the official show hashtag (or your own custom hash tag), that they can drop by your booth at a specific time and expect: exclusive event giveaways, refreshments (featuring your company brand) AND more networking opportunities with other attendees.

### Get Personal

Encourage your exhibit staffers that have Twitter accounts, to retweet posts from your corporate Twitter account to their personal accounts. By allowing your booth staffers to do so, it will expand the reach of your communications to followers that are only connected to your booth staff, not your company account. Having your team retweet posts also saves them time from having to draft a custom post and ensures that messaging is consistent with your Corporate Account.

Remind your exhibit staff that they represent your company 24/7 during events, so any postings to their Personal Account related to the event should comply with company policy.

### Keep An Eye Out

Attendees often tweet using the official show hash tag raving about new products and sensational seminars but, they may also comment on disappointing aspects of their experience. This is a golden opportunity for you to jump in and offer a helpful solution. If your brand is on the receiving end of a negative comment, respond immediately. Social media is about transparency, so inquire how you can help improve the situation.

## POST SHOW

### Follow Through

Thank those that made it to your booth immediately following the event through your social channels. Make sure to post links back to your website or any collateral materials prospects may find useful in making purchasing decisions or presenting to upper management.

## Give 'em Closure

If you decide to have a designated Twitter account for each show that is separate from your corporate Twitter account, remember to ask new followers on your Show Account to attach to your Corporate Account once the event ends so they can stay updated on your offerings.

## Keep Hashing It Out

Many times after the trade show wraps up, attendees circle back to the official event hash tag to see recaps, share show smart highlights and view video montages. This is another opportunity to engage with them. Tweet links to your case studies, product information, special reports, or e-lit that they may have missed out on.

## Tell A Story

If you used a custom hash tag for an event and received positive feedback – package it. Use **Tweetwally** to combine all of the tweets attached to that particular hash tag into one feed and share it on your blog, event page on your website, post show email or even in next years promotional campaigns by including highlights from last year's event.



*This is the Tweetwally from Infocomm that is scrollable and can be embedded in your event landing page so those who missed out on the event can see all of the chatter during and after the show attached to the #InfoComm hash tag.*



Follow us on  
**Twitter** for more  
trade show & event tips.



# FACE

## Your Trade Show Promotions

### About Facebook:

Facebook boasts 750,000,000 users and counting so it's hard not to notice its value in the events space. According to recent reports, if Facebook was a country it would be the third LARGEST in the world.

In the business space however, Facebook is more about public relations and less about daily recreational endeavors. Facebook requires that your Facebook Page be attached to a Personal Account. However, now you can assign multiple administrators to your Page so that posting and monitoring activities may be shared among team members.

Up to speed with Facebook Page lingo? What used to be Facebook "fans" is now called "likes". Facebook is particularly well suited for sharing photos using the albums feature and video footage from YouTube.

### PRESHOW

Create an Events Page from the personal account that is attached to your Facebook Page account:

- Select "Public Event" on your Event Page so that other Facebook users can see and access your

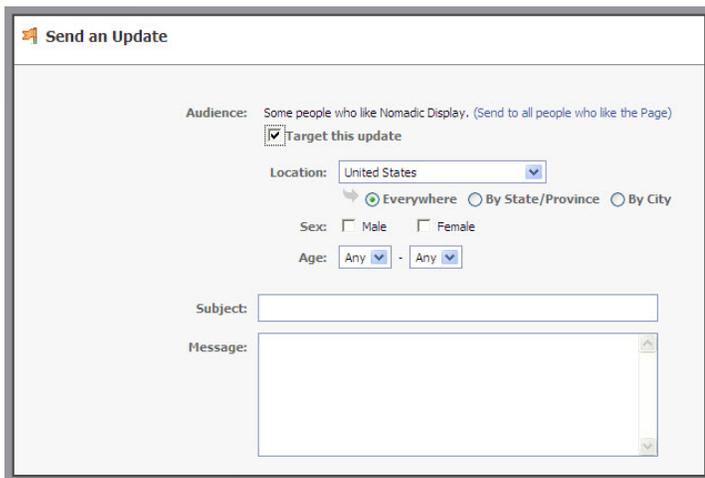
participation on the event page. You can also select whether or not you want to allow your invitees to share the event information with their friends.

- List the new products, special offers and giveaways that you will be showcasing at the event along with corresponding photos. Place a link (with tracking) under each photo in the comment section to redirect visitors to a downloadable pdf of your corporate brochure or your pre show invite.



## Make Your Invites Stand Out

Once your Event Page is complete, invite everyone that has liked your Facebook Page to your event by selecting “invite guests”. If you would like to segment your invitations and write a custom message for each demographic, you can do so by checking off visible filters by: state, province, city, sex and age.



The screenshot shows the 'Send an Update' dialog box. At the top, it says 'Send an Update'. Below that, there's a section for 'Audience' with the text 'Some people who like Nomadic Display. (Send to all people who like the Page)'. There's a checkbox for 'Target this update' which is checked. Below that is a 'Location' dropdown menu set to 'United States'. There are three radio buttons for targeting: 'Everywhere' (selected), 'By State/Province', and 'By City'. Below that are checkboxes for 'Sex' with 'Male' and 'Female' options. There are two dropdown menus for 'Age', both set to 'Any'. At the bottom, there are two text input fields: 'Subject' and 'Message'.

As people RSVP, your event will be added to their FB events calendar, their wall and will appear on invitees friends' minifeeds.

## Tag, You're It

Facebook's new **Page tagging feature** allows everyone (whether they've liked you or not) to tag your Brand to a photo that they have uploaded from their Personal Account and can view in the FB photo viewer. This feature was designed to enable your connection base to build a more personal relationship with your brand.

The photograph that your brand is tagged to will appear on your photos tab below your profile picture, not your wall. So, make sure to check your photos tab frequently to see if your brand has been tagged.

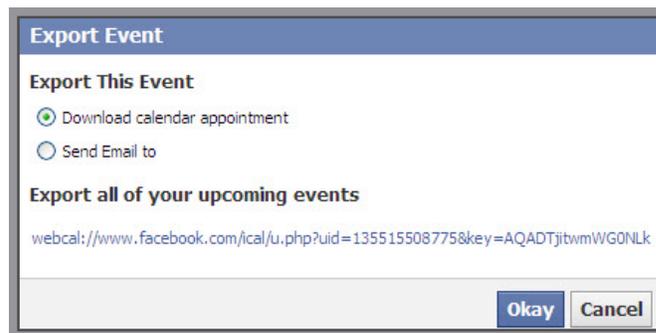
While anyone can tag your Facebook Page, you (as an administrator of your Facebook Page) can only tag other Facebook Pages and Public Figures, not a Personal Account user.

## DURING THE SHOW

### Let The Posting Games Begin

Use photo posting in your on-site promotions to incentivize your likes to post photos using your product/services on your wall. The individual that posts the photo that gains the most “likes” wins a prize. This will fuel community engagement and possibly lead to more people attaching to your account because only people who have “liked” your Facebook Page can post on your wall.

You can also encourage your invitees to export the event into their calendar to set a reminder or email the event details to themselves.



The screenshot shows the 'Export Event' dialog box. At the top, it says 'Export Event'. Below that, there's a section for 'Export This Event' with two radio buttons: 'Download calendar appointment' (selected) and 'Send Email to'. Below that is a section for 'Export all of your upcoming events' with a URL: 'webcal://www.facebook.com/ical/u.php?uid=135515508775&key=AQADTjtvmWGONLk'. At the bottom right, there are two buttons: 'Okay' and 'Cancel'.

## WIN In Tagging

Upload photos directly from the show floor to your Facebook Page and tag them to your Facebook Page so that they will appear under the “photos” tab as well as on your wall; this will allow followers to view timely show highlights and the photos will be archived under your “photos” tab after they disappear from your wall feed.

Industry research has also shown that video sharing goes viral on Facebook more so than any other social application. So, upload video footage directly from the show floor and post it to your Facebook Page to motivate your audience to visit your booth.

## Places, Everyone!

Facebook is continuing to shake things up with its new “Check In” feature. Using Facebook Mobile “Places”, gives you the option of tagging team members as you check-in to the show site under your personal Facebook profile. If you search for your trade show venue and it does not appear, “Places” provides the option to add it.

## POST SHOW

### Wrap It Up

Publish a post show wrap up on your blog and post it on your Facebook Page wall. Encourage your likes to share their experience with your booth to receive a free VIP pass to next year’s event. Thank anyone that “liked” your Facebook Page during the event.

Like our guide so far?  
Don't forget to **“Like us”**  
on Facebook.





# Leverage LinkedIn

As a B2B marketer, LinkedIn could be your new “Best Friend” because it boasts over 100,000,000 active professionals and counting, 45% of which are key decision makers in the business world.

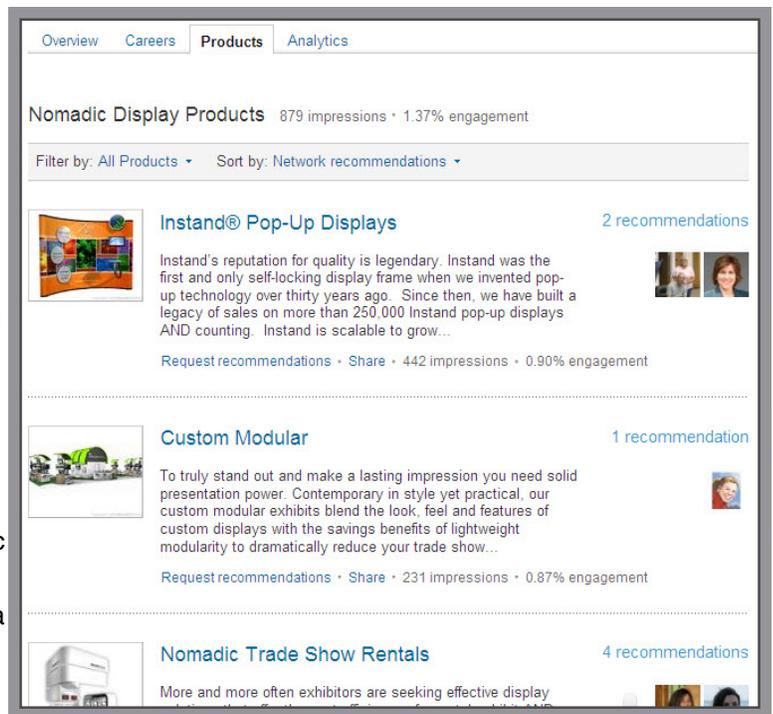
Company Pages were designed to give visitors a quick snap shot of your business offerings, initiatives and culture. You probably already have a Personal Account on LinkedIn but, Company Pages differ in a few ways: first, people that attach to a Personal Account are “Connections” and those that attach to your Company Page are called “Followers”.

Second, to increase Company Page followers you must do so strategically. Invitations to gain Company Page followers cannot be sent from within the LinkedIn application as they can with your Personal Account. A solution to this is to embed your LinkedIn “Follow” widget into your corporate web site, email, blog, etc. Send an email to your database asking them to follow your LinkedIn Company Page account in exchange for a gift. Sync your Corporate Blog and Twitter Accounts to your LinkedIn Company Page to save yourself some extra steps in posting.

## PRE SHOW

### Be PRODUCTive

Company Pages now offer more advanced functionalities such as **Product Pages**. Create a Product Page for any or all of your products/services but especially new ones that you plan to preview or launch at your event.



Example of Nomadic Display's Product Pages

## Rev Up Your Recommendations

Product Pages accommodate “recommendations”, which will appear at the footer of your product page. Recommendations can only be made by LinkedIn users with Personal Accounts, so each recommendation lends credibility to your brand. Visitors can see verified testimonials from your most loyal and new customers on each Product Page.

Once your Product Pages are set-up, you will want to begin encouraging recommendations. Ask your top clients for product recommendations and embed a LinkedIn “Recommend” button alongside corresponding products/ services on your website for visitors to see. Once you have a couple of recommendations, you can embed a link to them in your pre show email invitation for recipients to read what users have to say about your products.

The screenshot shows a LinkedIn product page for 'Nomadic Trade Show Rentals'. At the top, there are tabs for 'Overview', 'Careers', 'Products', and 'Analytics'. Below the tabs, it says 'This page was last edited Jun 2011 by Kristen Olsson'. The main heading is 'Nomadic Trade Show Rentals' with a 'Request recommendations' button. It states '4 professionals on LinkedIn recommend this product' and shows four profile pictures. The 'Product Overview' section describes the service as a cost-efficient and design-impactful solution for trade shows. It lists features like 'Stand Apart Style with Show Smart Savy', 'A bigger impact with smaller budget', 'Complete turn key services', and 'Stunning custom build components'. A summary bar shows '4 Professionals recommend', '206 impressions', and '2.91% engagement'. Below this, it lists 'All professionals that recommend Nomadic Trade Show Rentals' and shows a recommendation from Henri S., Owner at Henri Sagalow Photography, dated June 29, 2011.

Detail of Product Page with Recommendations

The screenshot shows the homepage of 'Nomadic Display'. The navigation bar includes 'Home', 'Trade Show Displays', 'Exhibit Designs', 'Exhibit Rentals', and 'Shop Part'. The main content area features a large banner with the text 'Invest smart to stand apart' and a 'Browse our searchable database of cust' button. On the left, there are sections for 'Displays Home', 'Display Solutions', 'Accessories', and 'Trade Show Graphics'. At the bottom, there is a 'Meet Our Clients' section with a red circle highlighting a 'LinkedIn Recommend' button that shows a count of '2'.

Example of LinkedIn Recommend Button embedded in website display

## DURING THE SHOW

### APPsolutely Add This To Your Profile

Add the Events Application to your Personal Account to promote your presence at the show.

First you'll need to add the Events Application to your Personal LinkedIn Profile.

- Go to Edit Profile> Applications> Add an Application, browse the Application Library and add LinkedIn Events.
- Open the LinkedIn Events application, click on the "Find Events" tab and search for your event. Once you have found your event you can add yourself as attending, presenting or exhibiting at that particular show/event.

After you've listed yourself as exhibiting, now you can:

- View all other LinkedIn users that have listed themselves as exhibiting, presenting, attending, organizing and interested.

- Post messages under the "Overview" tab in the comments field about why your booth is a "must see" on the show floor. Note that messages are displayed in plain text and cannot include links.
- Check back and repost to stay on top. Five posts added after your message will push your message to the bottom of the feed.

## POST SHOW

### Seek Brand Enthusiasts

Shortly after the show you should send out a thank you message, to all of the visitors to your booth, through your external email service. Why not leverage this opportunity and include a link to your Product Page requesting recommendations on the products booth attendees may have demoed while it's fresh in their minds? If someone happens to leave a less than favorable recommendation you have the option of deleting it.

Learn more  
following  
Nomadic's  
Lead on LinkedIn.

The screenshot shows the LinkedIn Events page for 'Exhibitor 2011'. The page includes a navigation bar with 'Overview', 'RSVPs', and 'Manage' tabs. The main content area displays event details: Starts on Sunday, March 27, 2011, 07:00AM PDT; Ends on Thursday, March 31, 2011, 06:00PM PDT; Event Type: Tradeshow/Convention; Location: Mandalay Bay Convention Center, Las Vegas, NV US; Price: http://www.exhibitoronline.com/exhibitorshow2011.index.asp; Website: http://www.exhibitoronline.com/exhibitorshow2011.index.asp; Industry: Exhibit design, event and corporate events, trade shows, booth design, event marketing, trade show marketing; Intended For: EXHIBITOR Media Group; Organization: EXHIBITOR Media Group. Below the details is a description of the event: 'World Conference and Exhibition for Trade Show and Corporate Event Marketing'. The 'RSVPs' section shows 45 Attending and 7 Interested users, with a list of names and 'See more' links. The 'URL' is http://events.linkedin.com/Exhibitor-2011/pub/. There are also 'Ads by LinkedIn Members' and a 'Comments (5)' section.

# Join The Foursquare Frenzy



## About Foursquare:

**Foursquare** is a mobile App that uses GPS to tag attendees to venues via Bing maps. If your smart phone does not already have Foursquare, simply search for Foursquare in the app library. Foursquare is more commonly used in the B2C marketplace since it enables retail shops, restaurants, etc. to build brand loyalty by providing coupons and other incentives for frequent visits or “check ins”.

But, you can be among the few B2Bers leading the pack by using Foursquare to drive booth traffic and engage with prospects. Start by setting-up a Foursquare

Personal Account online prior to your event.

## PRE SHOW

### Check In On time

During set up at your next event, “**check in**” to the show venue. If your location does not appear under “Places”, you can add it by clicking on “Add New Foursquare Venue”.

Once you have checked in to your trade show venue you’ll be able to see exhibitors and attendees who have already checked in on Foursquare. You can also post your “check in” location to your personal Facebook and Twitter accounts.

### Tip ‘em Well

First, take a look at whether your competitors’ have checked in and left promotional messages under “tips” and “all tips”. See what kind of dialogue is already established and tailor your message.

Post a “tip” that includes your show name, company name, booth number and a reason for attendees to visit you (new products, giveaways/prizes, refreshments etc.) Also encourage attendees to check into your booth location using their Foursquare app for a gift or entry into a grand prize drawing.

## DURING THE SHOW

Here’s how to add your booth as a check in venue on Foursquare so as attendees check into the show venue and go to “Places” in the Foursquare App, they can find your booth:

- Go To Places
- “Add a New Foursquare Venue” - - your own display!
- Give it a name that includes your company name, booth number and show/venue name (because there can be multiple shows at one venue).  
Ex “NomadicDisplayBooth123-ShowName”
- Check-in to your newly created venue under your Personal Account
- Add another tip in your newly created Foursquare venue advising visitors on more detailed information regarding prizes for check ins to your booth.

## POST SHOW

After the event, go to Foursquare and ask attendees that have checked into the event venue and your booth venue to become your friend on Foursquare. Any new friends you’ve added ask to attach to your other social media channels.

# Show And Sell On YouTube



## About YouTube:

Video is a great platform to enliven your products/ services when presenting them to prospects, clients and distribution partners. Companies that harness the power of video are 50 times more likely to appear on first page organic search results. If you upload your event footage to your YouTube Corporate Account versus hosting it on your website, it'll even save you some server space.

When you upload video footage to your YouTube account, you can send out the video footage immediately from your YouTube channel by clicking on "Share" and selecting the social applications you would like to post to. It's easy and fun, so welcome video into your event marketing mix.

## PRE SHOW

Incorporate links to videos in your pre show email communications. YouTube's various social sharing components and viral nature make it a fun way to pump up your audience for the upcoming shows by providing them footage from last year's events and enticing sneak peaks for this year.

## DURING THE SHOW

Video is a magnet for drawing traffic into your booth when shown on walls and large screen monitors. Live action or animated programs on smaller monitors are also effective for engaging visitors in individual product presentations located throughout your display.

## POST SHOW

Even though you have a mountain of other post show deliverables on your plate, don't let your video assets go to waste. Have your online team edit a montage of highlights and post them to: YouTube, your event landing page, the corporate blog, your post show email and social media accounts.

Tune in to Nomadic's  
YouTube Channel.

[Click here](#) and  
become a subscriber.

# Measure Your Social Footprint

While over 60% of marketers are using social media only 30% are implementing metrics to measure its impact on their programs. Marketers often justify this by a lack of time and resources for measurement. They are also under increased pressure to prove program effectiveness when annual budget allocation time rolls around.

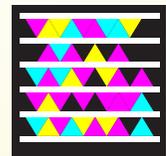
Here are a few key indicators you can use to evaluate the impact of adding social media to your exhibit marketing program:

- 1 Click rate on social media messages associated with your event marketing. (Social Accounts)
- 2 Number of visits to your company web site event page that were referred from social sites (Google Analytics)
- 3 Brand mentions on social sites during the event/show (Google Alerts)
- 4 Number of new followers/likes/subscribers that attached to your Company Accounts around the dates of your event. (Social Accounts)
- 5 Number of VIP passes registered using the promotion code provided (Show Mgt)
- 6 Booth visitors that came to your display inconjunction with your social media efforts

Social media can make a valuable contribution when strategically integrated into your event marketing plan. So untap the rewards of increased brand exposure that will nurture opportunities for future sales.



Show Smart.



Stand Apart.

get app at: <http://gettag.mobi>