

TRADESHOW PRO-TIPS THAT WILL GROW YOUR BUSINESS



Tradeshows are powerful opportunities to grow your business, network with industry leaders, and boost your sales. However, the experience can be overwhelming if you're not prepared. Whether you're a first-time exhibitor or a seasoned pro, this guide will equip you with essential tips to maximize your success at any tradeshow.

PRO-TIP #1

Offer Exclusive Tradeshow Discounts

Create special offers available only at the event. This encourages attendees to make a purchase or take action while they're there.

PRO-TIP #3

Use Interactive Technology

Digital screens, touch displays, or interactive product demos can attract more visitors to your booth and keep them engaged.

PRO-TIP #5

Train Your Team to Qualify Leads

Not every attendee will be a hot lead. Teach your team to ask qualifying questions to focus on the best prospects.

PRO-TIP #7

Schedule Appointments in Advance

Don't wait for people to come to you. Reach out to potential leads before the event and schedule time to meet them.

PRO-TIP #9

Create a Buzz

Generate excitement by offering sneak peeks or teasers on social media leading up to the event.

PRO-TIP #2

Host a Contest or Giveaway

People love winning free stuff. Use a contest to draw in a crowd and gather valuable contact information.

PRO-TIP #4

Create a Social Media Hashtag

Encourage visitors to share their experience using your hashtag to increase visibility and extend your reach.

PRO-TIP #6

Utilize Video Marketing

A short, impactful video can quickly convey your message and stand out in the busy tradeshow environment.

PRO-TIP #8

Have a Clear Call to Action

Whether it's signing up for a free consultation or purchasing a product, make sure your booth has a clear next step for attendees.

PRO-TIP #10

Track Your ROI

Keep track of your leads, sales, and expenses to measure the success of the event. This will help you make more informed decisions for future tradeshows.



LET'S MAKE YOUR TRADESHOW A SUCCESS

Most people do what they're told, but few are taught how to execute. It's that critical 1-3% of "the how" that yields 80% more revenue. As a media coach, founder of the Women's Channel, & builder of seven companies, Deb Drummond is the expert you need to secure the ROI you want, need, and deserve. This is your time.

READY TO TAKE *The Next Step?* LET'S CHAT!



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