



ZP Europe
Koelnmesse
15 to 17 September 2020

How to

Visitor Marketing

// EXPERIENCE 360° HR

HIGHLIGHT TOPICS

// FUTURE OF WORK

// STARTUP

// CORPORATE HEALTH

// RECRUITING & ATTRACTION

// SERVICES & OPERATIONS

// DIGITAL LEARNING EXPERIENCE

1 How visitor marketing will benefit you

2 Target group & exhibition objectives

3 Communication measures before the exhibition

4 Communication measures during the exhibition

5 Communication measures after the exhibition

How visitor marketing will benefit you

The key success factor for exhibition participation is careful planning. Use targeted communication measures to make sure that you as an exhibitor attract the right visitors to your stand. Although we as event organisers promote the exhibition to visitors, this doesn't automatically mean that these visitors will communicate with you.

We have drawn up some tips on how to communicate effectively with visitors in this document.



Boost your image and your market position



Expand your customer base



Generate more quality leads

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Who do you want to reach and how?

Before you start planning advertising measures, be aware of the [visitor target group](#) of the relevant exhibition. Both the services available on site as well as the corresponding advertising measures should be aimed at the exhibition visitors and their exhibition objectives.

Your visitors' exhibition objectives:



Information on new products



Market overview



Further training & knowledge transfer



Information exchange



Business

Who do you want to reach and how?

Think about how these goals can be achieved with a visit to your stand. Answer the following key questions to help increase your relevance in the eyes of the visitors.

- **Should I provide interested parties with relevant product information?**

- > Quality instead of quantity!

- **Am I visible everywhere?**

- > Social media, website, on site, visitor guided tour, sponsoring & advertising services

- **How can I best position myself as a knowledge carrier?**

- > You can create added value with presentations and workshops and remain in people's memories

- **Should I make contact with my target group?**

- > Panels and discussion groups can be a good way of exchanging views with your target group and establishing yourself as an expert.

- **Does my stand invite people to linger ?**

- > Ideas to encourage visitors to linger could be comfortable seating or free "give-aways" such as coffee or sweets.

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Announce your exhibition participation

Are you taking part in an exhibition or event? **Then let people know!**

Use your website, your social media channels, press releases and e-mail signatures to advertise your participation.

These are simple but efficient measures to guide customers and potential customers to your exhibition stand.

TIP

Have you seen our banner generator?

This generator is a really easy way to create your own personalised web banners, social media posts and e-mail signatures that you can use in your communications.

Choose your hall and stand number and enter your personal text. The ready-made banners can be integrated very easily and will save you the trouble of creating your own graphics .

[Try it out now!](#)

Announce your exhibition participation

The right way to use XING Events:

Here, we will digress briefly to talk about the benefits of XING Events.

WHY?

- The business network has over 16 million (*information from XING) professionals as registered users who want to make valuable business contacts and who are your potential customers.

So first create a free event on XING on your exhibition participation. This is the basis that will allow users to find you.

With **XING Event Plus**, you can extend your website for a fee and activate additional features such as information about your visitors, send personal invitations to visitors, place adverts, generate statistics and benefit from external linking options etc.

Announce your exhibition participation

Invitation management

Time is a limited resource these days. Trade visitors plan their exhibition visit in advance and arrange relevant appointments before the exhibition begins. If you send a personal invitation, visitors will remember you.

How do you plan a successful invitation campaign?

To design an effective invitation campaign, there are a few things you should particularly take into account:

- **The time frame:** That's why you should begin sending invitations early to make it easier for the recipient to plan his visit. This also allows you to keep an eye on holidays, public holidays or other industry-relevant dates.
- **The internal organisation:** Returns, queries, the coordination of exhibition dates and sales staff etc. All this needs to be planned and a suitable contact person named.
- **Your recipients:** It might be worth grouping your recipients into clusters and using a different approach for each group.
- **The content:** The message, advantages, date and place of the exhibition are just as important as the directions to your stand. You should also provide information on products or services, special features such as events or presentations and also information on tickets and contact options.

Invitation management

We provide various advertising options for a personal invitation such as flyers or admission-ticket vouchers so that your individual invitation letter can be sent by post or e-mail . The letter should arouse curiosity and entice the recipient to visit your stand at the exhibition . It is a good idea here to be guided by the visitor objectives mentioned above. If you are able to address the invitation to a specific person and not to a general business address, it is more likely to actually arouse interest.

What can or rather should my invitation contain?

- **The invitation letter:** Whether you send it digitally or in analogue form, the invitation letter is the heart of your campaign. The letter should arouse curiosity and entice the recipient to visit your stand at the exhibition. It is a good idea here to be guided by the visitor objectives mentioned above. If you are able to address the invitation to a specific person and not to a general business address, it is more likely to actually arouse interest.
- **Admission-ticket vouchers:** Choose between admission-ticket vouchers in the form of e-tickets, print tickets or VIP tickets to create a further incentive for your customers. The different categories allow you to send your customers tickets in different ways. [Click here for all the information on our ticket categories.](#)
- **Advertising material:** Enclose selected advertising material such as flyers or fact sheets with your invitation and communicate the content of the exhibition even more clearly.

Announce your exhibition participation

Invitation management

An invitation campaign should be carried out in several stages. This will make sure that visitors remember it. You will need to decide yourself when you should begin the campaign and what elements are actually relevant for you, depending on the recipients and sector.

What could a multi-stage invitation campaign look like?



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Make sure you are found at the exhibition

Sponsorship & advertising options

Exhibitions provide the opportunity to make a lot of potential customers aware of your company within a short period of time. The competition is fierce! Our individual sponsorship and advertising options will help you stand out from the crowd and guide the visitor to your stand.

We can offer you various services depending on your budget. [Click here for a first impression](#). We would be happy to advise you on the best solution for your circumstances.

[Contact our sales team!](#)

Possible advertising services:

- Adverts in print media, on the website, in newsletters and apps
- Outdoor advertising
- Hostess licences
- Window stickers, floor stickers, banners
- Lanyards, exhibition bags
- Screensavers on the stages
- Presentations, guided tours, workshops
- And much more

Lead management app

Besides the image boost and the opportunity to tap into new markets, lead generation is the most important goal of every exhibitor. However, this can take up a lot of time. From creating the lead sheets beforehand to entering details of the contacts by hand on site to evaluating them afterwards. All this takes a lot of effort and mistakes may occur in transferring data, for example.

So it is a good idea to use digital lead management apps instead!

YOUR BENEFITS:

- Better quality of leads
- Increase in efficiency
- Time-savings
- Error reduction
- Real-time evaluation

[Click here for more information on the lead management app.](#)

Live communications

Use your social media channels to report live on your activities at the exhibition. This will give your followers and potential customers a personal and authentic insight into the activities of your company and your team. The benefit of live communication is often underestimated but it is a helpful and free opportunity to attract the attention of the target group and also benefit from the coverage of the exhibition. By using the right hashtags and links to the main event or exhibition, you can get more followers for your own page and give more visitors the chance to find you on site.

Our social media channels:

- [Facebook](#)
- [XING](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

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Communication measures after the exhibition

The exhibition may be over but there is still work to do on visitor marketing. Apart from the sales follow-up or evaluation of interview transcripts and leads, you should also conduct another communications follow-up.

Use your social media channels again to thank visitors and partners as well as the team and possibly publish photos, audio or video material of the exhibition.

You should also send another message of thanks to your invitation campaign mailing list and include, if possible, a photo, audio or video material. If you already have a date for your next exhibition or event, this would be the ideal opportunity to announce it.

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THANK YOU

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GRAZIE

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Any questions?

I would be happy to assist you!

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