



Present

Using Social Media to Build Your Brand and Drive Traffic

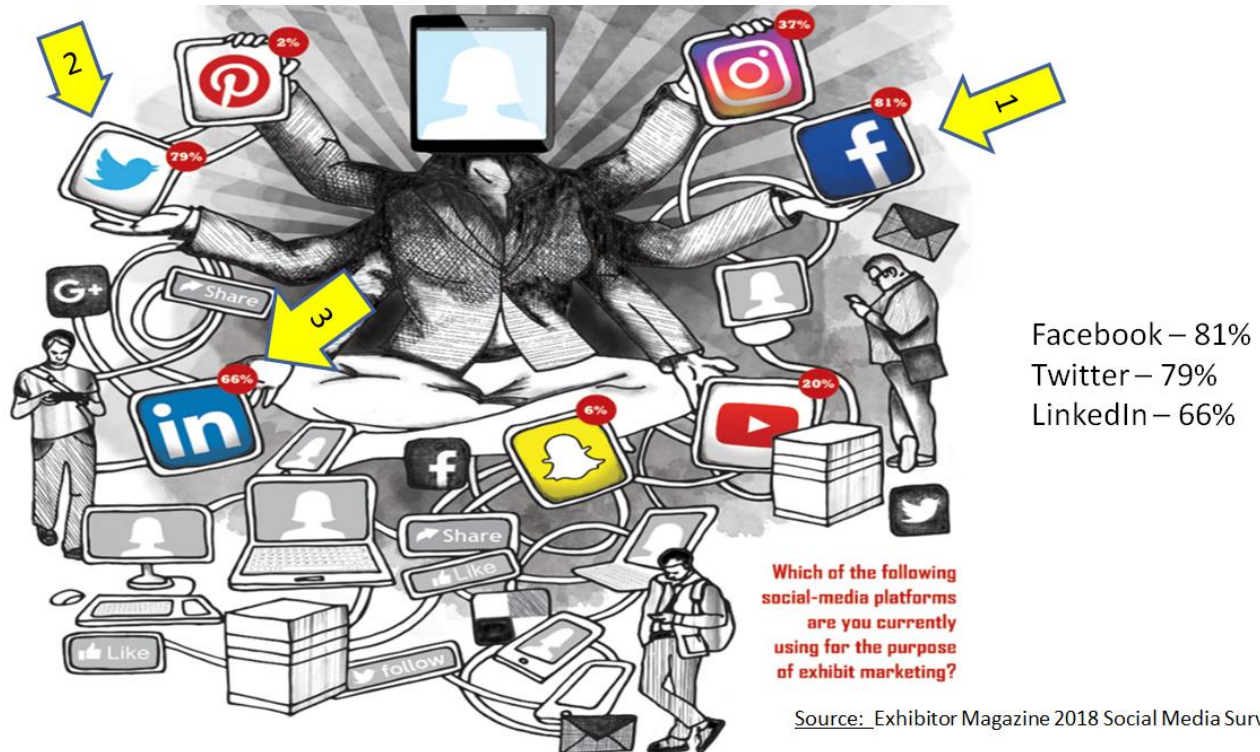
Topics Include:

1. Why you should use social media
2. How to determine what social channel is best for you
3. How to craft content and what content is best
4. Fast tracking online promotion
5. Key IFT Food Expo dates
6. Leveraging IFT Food Expo social and digital tools
7. Ideas for using Facebook, Twitter, LinkedIn, YouTube, and Instagram



- Increases your brand's awareness and reach (pre, during, and post show)
 - Helps to _____ your brand
 - Has the power to increase customer loyalty and build community (i.e. brand ambassadors)
 - Relatively lower cost
 - Measurable
-
- 78% of small businesses use social media to attract new customers
 - _____% of customers have identified social media as how they identify new brands products and services
 - _____% of consumers who search for businesses online are more likely to use ones with an informative social media presence
 - 71% of consumers who received a quick response on social media would recommend the brand to others

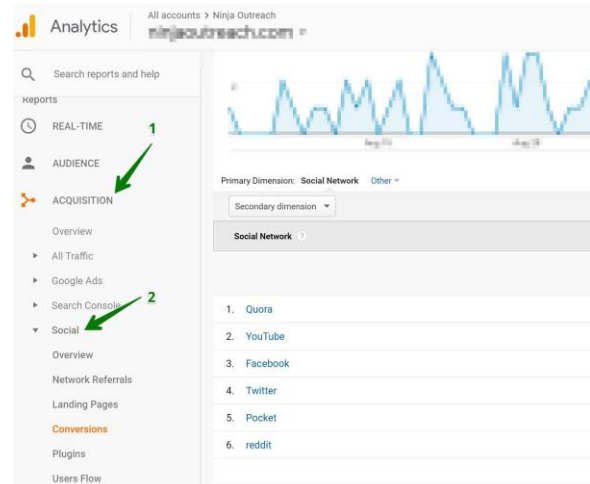
Exhibitor Magazine 2018 Social Media Survey <https://www.exhibitoronline.com/topics/article.asp?ID=2654>



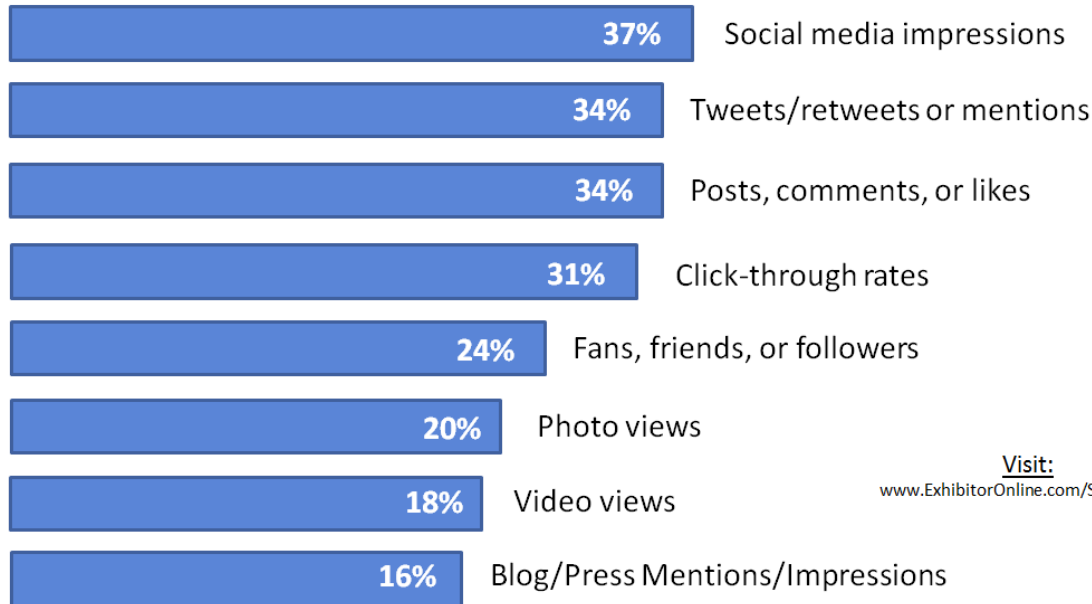
What Social Channel is Best For You

Google knows best

1. Analytics dashboard
2. Acquisition > Social
3. Network Referrals
4. Acquisition > Social > Conversions view



TRACKING EFFECTIVENESS



Visit:
www.ExhibitorOnline.com/Socialmedia

Source: Exhibitor Magazine 2018 Social Media Survey

Craft Your Content Carefully

- Make sure to use the #IFT19 hashtag
- Tailor content for each social network
- Incorporate images or videos in your post.
- Incorporate IFT19 branded graphics for authenticity
- Have a clear call to action and provide a link to register at iftevent.org
- Link to info about your company and products on Map Your Show Site
- Piggyback on IFT's promo efforts (follow IFT and reshare content)



We can't wait to unveil our new product line to you at #IFT19. Check us out at Booth #XXXX and register for IFT19 today! {link to MYS site}

What Content is Best

- Know your customers
- Develop/share content to help them _____ their problem
- Describe what they will SEE, _____, LEARN, & GET by visiting your exhibit
- Use your website's google search metrics to identify topics
- Incorporate a clear call to action (See us at IFT19 to learn more!)
- Keep posts short and to the point
- Post this content on your website or landing page
- Share it on social *and* via email
- Boost it/Create an Ad/Share with Influencers

Social Media is a Two-Way Street

- Social media is about engagement, not selling!
- Be _____
- Be helpful
- Develop a tone/personality that fits your brand
- Be consistent
- Post regularly
- Thank followers for liking or sharing your content
- Metrics are your friend

BUILD A SOCIAL POSTING SCHEDULE

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1	FACEBOOK	7:00 AM	New Blog Post	Smart Video	Are you optimizing your video for viewing without sound? You should be.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Waaah.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		3:00 PM	Promotion	Product Launch	Uthmaniyah Hootsuite Impact New name, maximize ROI.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		5:00 PM	Live Video	News Update	A lot happened of social media updates to these ones.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
WEEK 2	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to use and conventions.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
WEEK 3	TWITTER	8:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram hacks.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:30 PM	Promotion			
WEEK 4	INSTAGRAM	3:45 PM	Evergreen Blog Post			
		7:30 AM	Original Image	Logic Cookies	Oh! we want to do it eat these cookies.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		9:45 AM	Curated Image	Only Toronto	Post... we opened a new nest in Toronto.	https://www.lybrate.com/blog/2019/01/07/optimizing-video-for-viewing-without-sound/
		12:30 PM	Video			
		2:15 PM	Boomerang			
		5:45 PM	Story			

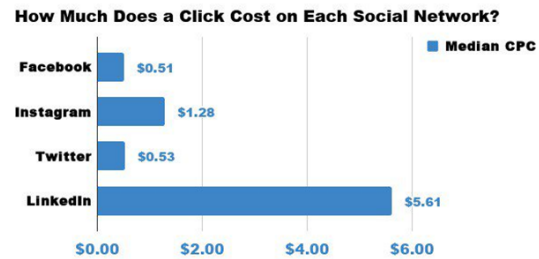
Use a Social Media management tool!

- Agora Pulse
- Buffer
- eClincher
- HootSuite
- Sendible
- Social Pilot
- Sprout Social

Fast Tracking Online Promotion

Best ways to fast track your online promotion:

- Social media ads
- Organic post boosting



Source: Falcion.io

Key Dates – Early Registration Discounts

Through April 19 (post weekly)

- Share IFT branded graphics – Join us at IFT19!
- Link to your IFT19 branded landing page to collect leads
- Share teasers about _____ products and services you’re going to feature
- Share who’s coming from your staff
- Share product _____
- Caption Contest
- Encourage customers/prospects to register early to save on registration and hotel
- Use IFT19 hashtag - #IFT19

Key Dates – Hotel Discounts

April 20 – May 6 (post 2-3 times per week)

- Encourage customers/prospects to register early to take advantage of hotel discounts through May 6
- Share videos of your staff talking about products you’ll be sharing
- Talk about the fun things you plan to do in New Orleans
- Reshare IFT posts to feature value add experiences

Key Dates

May 7 – June 5 (post 3-5 times per week 1-2 weeks before show)

- Share IFT branded graphics – Join us at IFT19!
- Link to your IFT landing page
- Share _____ about product you're going to feature
- Still time to register! messaging

June 3-5 (daily)

- Stop by our booth...
- Incentives
- Photos with booth visitors

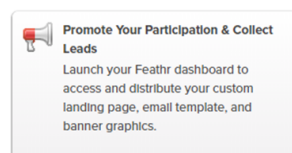
Key Dates – Post Event

June 6-27 (post 2-3 times per week after the show)

- Share fun picks from the show
- Share unveiled products shared at the show
- Tag customers (with their permission) in photos you share
- Get customers talking about your products on _____ and share
- Engage with followers liking/commenting on your posts

Leveraging IFT19 New Social and Digital Tools

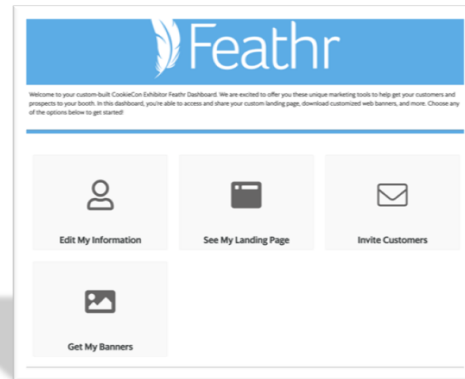
IFT19 MAP YOUR SHOW & FEATHR INTEGRATION



IFT19 MAP YOUR SHOW & FEATHR INTEGRATION

Take advantage of these new tools to promote your IFT19 booth:

- Banners
 - Social media graphics
 - Website graphics
 - Email footers
- Promotional invite web page
- Promotional invite email



PARTNER INFO

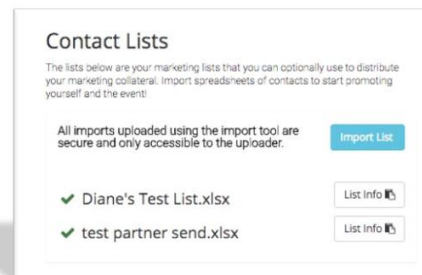
What's on your dashboard:

- Upload Logo
- Parent Name
- Email Address
- Website
- Description
- Lead notification

 A screenshot of the 'Your Information' form. It includes an 'Upload Logo' button. The form fields are: 'Name' (with 'Feathr Test' entered), 'Email Address' (with 'diane@feathr.co' entered), 'Website' (with 'http://www.feathr.co' entered), and 'Description' (with a placeholder text). There is a 'Lead Notifications' checkbox which is checked. A 'Save' button is at the bottom right.

CONTACT LISTS

- **Contact lists** are groups of people that Partners can send their email invites to.
- You can import multiple lists of customers, colleagues, etc., and send them an IFT19 branded email invitation
- Contact lists should have only have two columns:
 - Name and
 - Email



EMAIL INVITES

- Use to invite anyone you'd like to attend the event.
- You can upload your email lists and use the email tool to send the message
- Or you can export the message and send it using any email tool that supports custom email templates



Email Invite

- IFT19 branded
- Automatically inserts company info:
 - Company name
 - Booth location
 - Link to your company MYS webpage

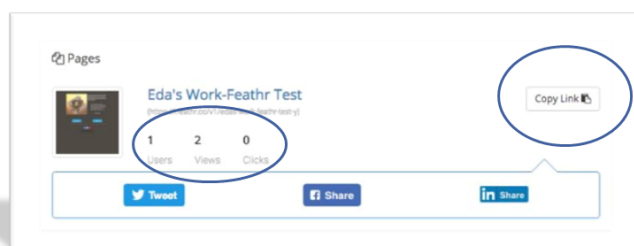


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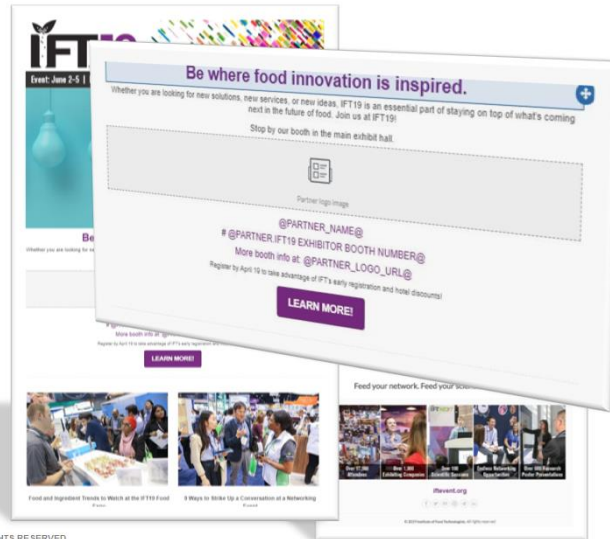
LANDING PAGE DASHBOARD

- Copy link button
- Views and clicks metrics
- Ability to share via social media



LANDING PAGE

- Company name
- Company logo
- Booth location
- Company description



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LANDING PAGE

Lead capture form:

- Message
- Name
- Email

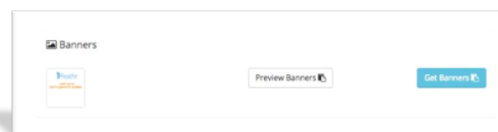


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BANNER GRAPHICS DASHBOARD

- Click Get Banners button to access different options
- Social Media - #IFT19
- Website
- Email Footer
- Embedded Company name and Booth #



Email: 600 px x 150 px



IFT19 **FEED YOUR FUTURE** Event: June 2-5
Food Expo: June 3-5
New Orleans, LA



See us at IFT19!

IFT19

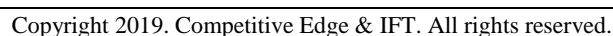
Food Expo: June 3-5 | New Orleans



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- Keep track of any **Leads** that are captured through your landing page
- Created when someone from your list submits the form
- You can also share the landing page from your social channels
- Partners have the ability to export the list as a spreadsheet or PDF.



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MAP YOUR SHOW & FEATHR

What's next:

- IFT and MYS finalizing dashboard set up
- You will receive an email when set up is complete
- Email will provide helpful instructions
- Request an IFT Feathr Concierge to walk you through how to use the system



Facebook

- Set up a Company page.
- Set up an Event page.
- Add a custom tab to your Facebook page to showcase your upcoming tradeshow.
- Use targeting tool to focus your efforts on the specific demographics you want to reach.
 - There are online tutorials on how to create these.





Facebook

Post Ideas:

- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying, why they should be interested.
- Post pictures/videos of your product/service in action, client testimonials, your exhibit being created, etc.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Share stories about how your product/service solved problems that your audience may be experiencing.
- Mention giveaways, new product demonstrations, theater presentations, celebrities, and hospitality events.



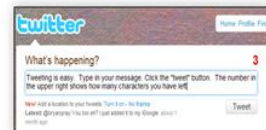
Twitter

- Use the show's hashtag to connect with the right audience.
- Create an event hashtag for your booth and promote it. Use it before and during the show.
- 120-130 characters, place link at ¼ mark of text message.
- Place a Twitter video screen or wall in booth.
- Encourage customers/booth visitors to tweet.



Post Ideas:

- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying.
- Create a short video promoting your exhibit and what's new.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- At show, mention special giveaways, new product demonstrations, theater presentations, celebrity arrivals.
- Offer rewards, create polls, games and other interactive devices.
- Encourage people to retweet your messages.





- Set up a Company page - use keywords.
- Set up a Showcase page to create a dedicated page for your upcoming tradeshows.
- Join industry related groups.
- Join the tradeshow's LinkedIn group.
 - There are online tutorials on how to create these.

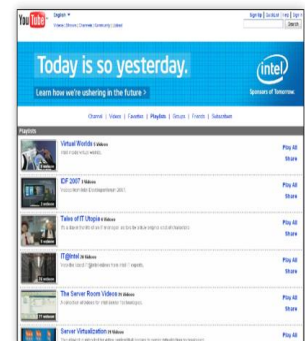


Post Ideas:

- Send event invites to all connections.
- Post pictures/videos of your product/service in action.
- Announce your exhibit – provide show name, dates, venue, booth number, what you'll be displaying.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Share stories about how your product/service solved problems that your audience may be experiencing.
- Mention giveaways, new product demos, theater presentations, educational sessions and celebrities.
- For prospect connections, use InMail, suggest setting up a meeting time to view your company's solutions and offer a reward, discount or other incentive to meet.



- Set-up a YouTube channel.
- Place YouTube video on your website homepage.
- Consider re-purposing existing product/service videos.
- Add target search terms to each video title to improve search results. Be sure to use the show name!
- Distribute links via email and other social media channels.





YouTube

Post Ideas:

- Create short teaser videos about what will be happening at the show.
- Tell what visitors will SEE, DO, LEARN & GET at your exhibit.
- Mention special giveaways, new product demonstrations, theater presentations.
- Share stories about how your product/service solved problems that your audience may be experiencing.
- Capture video content from in-booth activities and educational sessions and post video daily to channel.



Instagram

- Sign up for an account, load your business logo, link to your website, connect your account to Facebook.
- Add the show's and your booth's hashtag to your photos so attendees can find them.
- Use geo-tags and tag your photos with the venue name.
- Use same videos as YouTube, if possible.

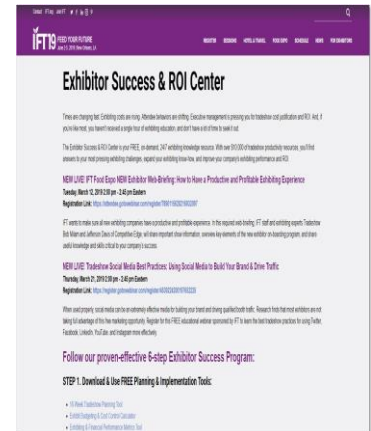


Post Ideas:

- Post pictures/videos of your product/service in action, client testimonials, your exhibit being created, etc.
- Take advantage of the web page to tell a story with images. Have a balance of fun images and business pictures.
- Capture your company's important moments in 15-second videos. Preview products and upcoming events by adding visual context.
- If you're holding a contest or promotion, take a well-composed photo including your logo, what you're giving away, and the word "giveaway." Ask followers to like, retweet, and follow your account for a chance to win.

IFT Commitment to Exhibitor Value, Knowledge & Success

- Online Exhibitor Success & ROI Center:
 - Live and on-demand webinars
 - Strategic planning exercises
 - Downloadable tools
 - “How-to” exhibiting article series
 - Stand Out Exhibit Reports
- Bookmark, Share and Access at:
 - <http://www.iftevent.org/Exhibitors/Exhibitor-Success>
- Free Customized Trade Show Strategy Session with “Trade Show Bob” - tradeshowbob@gmail.com
- New Exhibitor On-Boarding Program



About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to **inspire, lead** and **direct** businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow from “*expensive appearances*” to “*productive, profitable investments.*”

**Jefferson is available to personally help companies implement the
 Tradeshow Turnaround philosophy and practices.
 Call 800-700-6174 in the US or 704-814-7355 and visit
www.tradeshowturnaround.com**