



## MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

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### Marketing Marvels

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How do you make a difference in today's competitive environment and economy? Find the answers in our May issue of **Marketing Marvels**. Our goal is to show you what's working now, offer business insight and share effective marketing techniques you can implement right away.

#### **Business Insights: Maximizing Your Trade Show Presence:**

Is it worth the investment? It is, if you do it right. Trade show and conferences can be very effective marketing tools--but only as long as you make it happen, and not wait for it to happen. Generating quality traffic at trade shows is a continuing challenge for many companies. This is a hot demand topic, so we've expanded on our usual "top ten" to include a "bakers dozen" of suggestions to maximize your trade show investment.

- 1) Sponsorships:** Although trade shows are not a forum to make a corporate pitch, speaking engagements and contributing white papers can help build brand awareness, establish credibility and demonstrate industry leadership. Many shows have different levels of sponsorships; find out how to get your logo on as much of their marketing material as possible.
- 2) Spread the word:** Your existing communications present opportunities for announcements. Reference the event and your booth number in all materials, including advertising, website, customer correspondence, telephone hold messages etc.
- 3) Expo passes:** Ask show management for as many free expo passes as possible. Sticker them with company identification and have your sales team distribute them to their customers and prospects.
- 4) Lead generation:** Offer an incentive or giveaway that can increase both responses and booth traffic. Develop mechanisms to capture customer information and build your customer database for future relationship marketing efforts. (Try a raffle!)
- 5) Logistics:** Two weeks before the event, confirm with show management that your orders for carpet, tables, lights, garbage pails, plants etc, have been received and will be taken care of. Check with show management about restrictions dealing with signage size, and height, and any restrictions on noise (just in case you plan on having any audio.)
- 6) Personnel:** If your staff can accommodate both a male and a female to work the show, it's a good idea to send both--it helps ensure that your product/service can appeal to the varied comfort levels of prospects. If possible have both sales and technical people work the booth. Staff your booth sufficiently; prospects will often walk before they wait. Avoid sitting and eating, and keep the booth clean and inviting.
- 7) Supplies:** Pack plenty of tape, scissors, glue, Velcro, pre-printed mailing labels, stapler/staples, rubber bands, note paper, etc. Undoubtedly all this will come in handy.
- 8) Materials and giveaways:** Ensure that your booth graphics clearly reflect your brand message and competitive advantage. Make sure your materials accessible and impressive. Develop a version of materials that can be easily e-mailed or faxed as a



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follow up. Always offer to ship materials to prospects, to ensure it lands at their office and doesn't get tossed or left at a hotel. Make sure any giveaways are something prospects will use. Mints are always good to leave on the table; the days are long.

**9) Prospect Contacts:** Bring a lap top computer and a "Card Scan" device to capture all the prospect and contact information in real time. Be sure that a contact's specific needs as well as any personal notes are included. Rate the prospects that came into your booth by how you perceive them as a potential customer, i.e., Very Good Prospect, Prospect, Future Prospect, Not a Prospect, etc. You may even want to add how many weeks or months out the requirement or buy will be.

**10) Follow-up:** Follow up immediately on your very good prospects, and with everyone else within 2 weeks. Ask the show manager for a list of all attendees. Then, comb through it deleting those who already visited you, or exhibitors who you know are not prospects. Send them correspondence referencing "sorry you missed them" at the show, and be sure to ask if your company can provide a solution for them (go into detail), then, ask them to contact you.

**11) Reduce shipping costs:** Compare the shipping costs of the trade show's freight company and other ground services. You may end up saving more than you think. It also may be less expensive to throw away some literature than to ship it back.

**12) Share and save:** If the show was slow, consider contacting another company that also exhibited at the show. Talk with them about sharing a booth for next year.

**13) Re-sign opportunity:** Many shows have a "re-sign" period for you to attend the next show. Use this time--not only to select a new booth, but to offer constructive suggestions for improvement and possibly work in some "discounts or credits" for your next show. These can include: no cost signage, extra booth space, an ad in next years show guide, a free insert in the registration kits, a "room drop", and more. Your best bets are things that do not cost them anything to do, but are of value to you.

Need assistance planning or running a trade show? Find a reputable, carefully-screened outsourced partner for your next initiative. Simply [contact](#) the MarketingDept today!

Missed last month's issue on [direct marketing tips](#)? Click [here](#) for the PDF file.

For more business insights and marketing tips, feel free to view previous issues of [Marketing Marvels](#) archived online.

### Propaganda:

#### About the MarketingDeptNYC, Inc.

The MarketingDeptNYC ([www.marketingdepartment.com](http://www.marketingdepartment.com)) provides outsource marketing advisory, free agency matchmaking and business development consulting to meet a range of sales and marketing needs.



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When there's a marketing need, we connect businesses with qualified firms to meet requirements. With our free Marketing Matchmaking service, there's no cost to meet a firm or two from our exclusive talent network of best-in-class boutique marketing firms, referred to as TalentTap™, which includes the following services:

- **Marketing strategy, planning and development**
- **Public relations**
- **Advertising** (Graphic design; Direct mail; Print; Radio; Television; Trade shows)
- **Interactive Marketing** (Websites, CD-Roms, Online Advertising; Email Marketing)
- **Media planning and buying** (all mediums)
- **Customer relationship management** (fulfillment and call centers)

Firms are carefully picked based on their reputation and ability to handle a clients needs better, faster and for less. For businesses interested in meeting a group of select firms or go beyond TalentTap™, we offer our agency review consulting services.

When there's a sales need to be met, we provide business development consulting and business-to-business lead generation services on a select client basis.

The MarketingDept provides an easier way to develop and manage your outsourced sales and marketing initiatives.

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Call us at 212.751.5456 or email us at [Info@marketingdepartment.com](mailto:Info@marketingdepartment.com)  
Let us save you time and money and help you find solutions to your outsourced sales and marketing needs.

We look forward to the opportunity to assist you with your company's growth and success.

Best Regards,

Michele Harris  
President & Chief Matchmaker

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