



Increasing trade show booth traffic can be crucial for maximizing your visibility and engagement with potential customers. By being digitally proactive, you can utilize your online channels to help drive even more visitors to your booth during the event alongside your post-event initiatives.

Below are a few ways that our official digital marketing partner, One Core Media suggests incorporating into your trade show activities, including:

1. **Trade Show Contest & Limited Time Offer:** Create an attractive show stopper that commands the attention of show attendees to not only visit your booth but also submit their information in exchange for the incentive(s) being provided.
2. **Pre-Show Email Campaigns:** Send targeted email invitations to your existing contacts and leads, inviting them to visit your booth. Include incentives or special offers to encourage attendance.
3. **Website Updates:** Create valuable and relevant content related to the trade show theme or industry trends. Share this content on your website and/or blog to attract and re-engage with attendees seeking information and insights. Update website banners, use the trade show logo, and identify your booth location.
4. **Lead Generation:** Incorporating technology into your physical booth is an effective way to capture information from attendees. Whether it's by way of an off-site landing page or a physical kiosk (iPad/laptop) that's connected to your CRM to operate more efficiently, this tactic will help with future sales follow-up and your team can make reminder notes in real-time to recap the discussion.
5. **Social Media (Organic Content Strategy):** Utilize your social media channels to create buzz around your participation in the trade show. Share sneak peeks of your booth setup, promote any giveaways or contests, and engage with followers using event-specific hashtags.

6. **Activate Mobile Geo-Fencing Campaign:** Deliver relevant ads or promotions to users' mobile devices when they enter the trade show to encourage immediate action or engagement. One of the primary advantages of Geo-Fencing allows you to effectively retarget attendees. Reaching out to users who have previously visited the trade show with follow-up messages or promotions or desired call-to-action.
7. **Digital Advertising (Display & Social):** Invest in targeted digital advertising campaigns to reach attendees who may be interested in your products or services. Consider using geotargeting or behavioral targeting to reach specific demographics.
8. **Post-Show Follow-Up:** Don't forget to follow up with leads and contacts after the trade show. Send personalized emails thanking them for visiting your booth, providing additional information or resources, and nurturing them through the sales funnel.

By implementing these digital tips, you will increase traffic to your trade show booth and maximize your visibility and engagement with potential customers for both pre-and-post event activities.

[Book a free consultation today with One Core Media](#), the Official Digital Marketing Partner of the Ottawa Home and Garden Show.

