

# 10 Vital Marketing Actions to Take Right Now for Tradeshow Marketers

## #1 Identify All Your Data Sources

Many organizations have data scattered around multiple databases. Some might reside in your CRM system, past event registration databases, special event lists, internal organic prospect files, lead generation lists on the company network or marketing automation platform, in your e-mail deployment platform and oftentimes even accounting has a database of your contacts. It's time to get them all pulled together in one data silo. Spend time evaluating your data silos – maybe there's one you forgot about!

## #2 Audit Your Data Gaps

Are you moving to more online marketing channels during this time – offering online webinars, conferences or programs? Then you'll want to examine your data gaps. Determine what information is in your data – contact information, demographics or firmographics, transactional data, etc. What percentage of your data is missing data? If you don't have an e-mail for that person, there's a major data gap. How can you get that information? There are data enhancement and appending services in the marketplace that can help bridge these data gaps. We can help with all the critical steps in data alignment.

## #3 Review Your Data Analysis Reports

For many of you, we've provided you with data analytic services over the years. It's time to go back to those reports and review your metrics. These reports will help you re-evaluate your benchmarks and your marketing strategies moving forward. We can update your analytics for attendance trending and marketing channel and campaign performance. There are nuggets in there – so read and dig into them to see what will help your organization in the new post-pandemic marketing world. A missed metric or an overlooked trend may turn into increased attendance at your next event.

## #4 Reevaluate Your Benchmarks

Your pre-pandemic marketing benchmarks are not on target. With the economic slowdown, many companies reduced their tradeshow spend. This could mean reduced sponsorship levels or simply not sending as many attendees. The good news is that the shows we have worked with are showing year-over-year growth in 2022 of 15% to 50% from 2021. Benchmarks are fluid, so examine your benchmarks and KPI's for 2022 and beyond. It is time to be painfully or joyfully realistic!

## #5 Consider New Revenue Opportunities

Look for revenue opportunities around existing business. Stay in the minds of attendees and sponsors by offering added-value paid content in the forms of webinars, virtual meetings with an industry-leader, online product showcases, etc.

## #6 Clean Up Your Segments

This is probably the last thing on most of our to-do lists during busy seasons (especially with reduced staff). However, we recommend spending extra time to examine your most relevant data segments. This goes beyond just selecting the last three years of attendees for the next event. Being relevant is critical to your attendees and sponsors – make sure your segments make sense. Should there be a look at sub-segmenting some of these to increase relevance and potentially conversion rates? We can help on this one if you need it.

## #7 Develop Micro-Segments

Once you've cleaned up your segments, it's time to look for micro-segment opportunities. Creating micro-segmentations and focusing on personalization will get prospects and customers to listen and respond. Micro-segments should be statistically valid – a group of 12 individuals isn't a great metric. Many times these micro-segments are developed from registration demographics and combinations of demographics. We are experts in developing micro-segments from your data. Properly developed micro-segmentation marketing can improve conversion rates by 15% plus.

## #8 Create Behavior Based Messaging

This is where you dive into your data and identify attendees based on their attendance behavior. Your messaging should reflect their behaviors. Here are the most valuable behavior segments to message to: first-time attendees from last year's event, first-time attendees from previous events that have not returned (one-timers), loyalist (someone who has attended three of the last five events, including once in the last two), super-loyalist (someone who has attended every event in the past several years), and education or special event attendees. We can develop these behavior metrics for you over the last 3 to 5 events.

## #9 Critique Your Attribution

How do you judge your effectiveness in multi-channel attribution? This is the time to consider the gap between marketing activity level measurement and real registration conversion by channel, campaign and segment. It's imperative to determine if you have an unbiased partner that can provide real registration conversion attribution or not. When you're looking at reports from most digital and social channels, they typically report on activity levels and not registration conversions. Even worse, some that do report on conversions are of course allocating 100% to their activity and do not consider all the visible marketing touches from every channel that are associated to a registration. Remember the object of attribution is to measure conversions and not activity. We do this as well.

## #10 Focus on your Exhibitors and Sponsors

Sponsors and exhibitors are demanding more show floor density with the top profiled attendees. Have you surveyed your exhibitors on the attendee profiles that they want to see? Have you segmented your data to message in a relevant way to these top profiles? Do you have trending data on each of the top profiles? We know what and how to tell your positive data story to your exhibitors and sponsors.

## One More Thing...

We hope you utilize some if not all, of these actions to evaluate your current marketing situation. These best practices will help your organization stay on top.

We can help in each of the 10 Marketing Actions to Take.

Check out our Data Science Services that will help address these marketing actions – [www.directhitmarketing.com/datasciencesolutions](http://www.directhitmarketing.com/datasciencesolutions)

Learn More about Event Track – [www.directhitmarketing.com/event-track](http://www.directhitmarketing.com/event-track)

Check out our website – [www.directhitmarketing.com](http://www.directhitmarketing.com)

Have a quick question or need clarification? Please call me at my office at (303) 747-2603 or e-mail me at [stevej@directhitmarketing.com](mailto:stevej@directhitmarketing.com).

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### Direct Hit Marketing

Direct Hit Marketing (DHM) based in Lafayette, CO has been providing data analytics to the trade show industry for 30 years with its Data Alignment, Event Performance and Attendee Profiling, and Direct Marketing Multi-Channel 360 Analysis services. Direct Hit introduced its new Event Track Online Marketing Dashboard and Data HQ in 2022.

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