

#SocialMedia #Tradeshow #Marketing #Checklist

Checklists are presumptuous. By assuming that all situations are the same a checklist invariably leaves something off or includes something which doesn't pertain to your situation. The making of a checklist assumes that one size fits all. Still, it's a good place to start, especially if your company is relatively new to the world of social media tradeshow marketing.

If you've never used social media to promote your tradeshow appearance, event or conference, use these questions and guideposts to guide you through the process, keeping in mind that your situation may have a few different measuring points along the way. Even if you've been using social media for a few years to pump up the traffic or engage the attendees at events and tradeshows, you may find some useful items contained here.

Print up the form and go through it item by item with your marketing team to identify your strong points and make plans to shore up your weaker ones:

Start with the Basics

*Identify **WHY** you are getting involved in social media:*

- Is your audience there?
- Do you want to build stronger relationships?
- Do you want to create a stronger online brand presence?
- Trying to reach an audience that's otherwise hard to reach?
- Listening to online channels for information you can't easily get elsewhere?
- Can you bring your audience to your tradeshow booth?
- Can you use social media to enhance your event for your participants?
- _____

*Identify **WHO** will take on the social media event promotions:*

Are you outsourcing or using your own employees?

- Internal
- External

Is it a full-time job for one or more people or are you fitting a few hours per day/week into another employee's duties?

- Dedicated employee
- Part-time task for an employee
 - Remember, it won't happen unless it becomes a part of someone's job.

Identify **WHAT** Tools You Should Use:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Flickr
- _____
- _____

Just because all of these platforms/tools are available doesn't mean you should use them all. Before jumping into any of them, make sure you understand:

- What does each platform take to fully engage?
- Is my audience or community already there, at least to some extent)?
- Do I have enough people and resources to handle the proper level of engagement?

Notes: _____

Determine Your Strategy

- Is top management on board?
 - Do you have an executive sponsor?
 - If not, what will it take to convince them?
- Is everyone working together?
 - Identify the personnel with the skills to handle social media
 - How will key staff members benefit from social media adoption and how can it be best shared in your organization?
 - Who is already involved in social media?
 - Who are assets?
 - Who are liabilities?
- Are you in it for the long haul or is this a shorter one-event campaign?
 - Social media success won't come from a single event as much as it will come from an accumulation of events over time.
 - In tradeshow marketing, by viewing social media through two lenses you'll get a better grasp on how your audience sees it: 1) as a single, discrete event and 2) an overall effort through many shows.
- Does your company have a social media policy?
 - Some employees will be engaged whether you have a policy or not, and on company time or their own time
 - Employees should understand the overall strategy and goals of the company's social media engagement
- Are you monitoring social media for customer service reasons?
 - If so (and you should be!), do you have the resources in place to respond to any customer service issue within three hours?
 - If not, what tools should you use – free or premium?
- How does social media mesh with our overall marketing strategy?

Notes: _____

Listening Tools

It's important to know what's being said online about products and services you provide. Often, having the ability to listen and react in real-time to a concern can nip a problem in the bud and turn an unhappy customer into a raving fan. The following are a variety of free and paid tools to use to monitor those conversations. To determine which premium tool is right for you, see what others in your industry are using and spend some time getting to know them. Each tool is different with their own strengths and weaknesses.

Free tools

- Twitter advanced search: <http://search.twitter.com/advanced>
- Google Alerts
- SocialMention
- BlogPulse
- Trackle
- Addict-o-matic
- Technorati

Premium tools

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Radian6 | <input type="checkbox"/> Visible Measures |
| <input type="checkbox"/> Trackur | <input type="checkbox"/> Buzz Gain |
| <input type="checkbox"/> PointRoll | <input type="checkbox"/> Visible Technologies |
| <input type="checkbox"/> Jive | <input type="checkbox"/> Stats It |
| <input type="checkbox"/> Scout Labs | <input type="checkbox"/> Socialmetrix |
| <input type="checkbox"/> Buzz Logic | <input type="checkbox"/> Buzz Numbers |

Notes: _____

Define Social Media Event Goals

Tradeshows

- Client or Customer Engagement
- Sales Opportunities
- Promotional Opportunities
- Branding
- Audience Interaction
- Booth Activity
- Contests
- _____

Conferences

- Participant enhancement and engagement
- Promotional Opportunities
- Branding
- Audience Interaction
- _____

Other Events

- Participant enhancement and engagement
- Promotional Opportunities
- Branding
- Sales Opportunities
- Client or Customer Engagement
- Audience Interaction
- _____

Notes: _____

Measurement

What measurements will you take **during** the event?

- Facebook "Likes"
- Twitter Followers
- Sales Leads
- Blog views
- Video views
- Photo views
- Booth visitors
- _____

What measurements will you take **after** the event?

- Sales closed
- Blog views
- Video views
- Photo views
- Increased response on Facebook
- @ tweets in response to the show
- _____

Notes: _____

Promotion

Event Listings Created and Invitations Sent:

- Facebook
- LinkedIn
- EventBrite or other online event site

Final Steps

How do you measure success or failure?

- Success means _____
- Failure means _____
- What will you spend less of if you invest in social media?

Notes: _____

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Your suggestions are welcome! Think of something that I missed? Drop a note to tim@tradeshowguyblog.com and I'll include it in an updated version! And feel free to give a ring – I'm always happy to chat: 503-507-4110.

Enjoy,

