



Marketing Minute

A monthly bulletin to friends & acquaintances of *SmartBiz*

Pre-Marketing is Key to Increased Trade Show Attendance

By Carolyn Touhey

The key to maximizing prospect traffic at your trade show booth is creative, pre-planned marketing to not only invite your prospects (and current clients) to visit your booth at a top-notch show, but to answer their question, "What's in it for me?"—the WIFM.

Despite this fact, according to the Trade Show Bureau, only 10-15 percent of exhibitors do any pre-show promotion. Of those who do, however, 83 percent report a greater return on their objectives.

These statistics should spell opportunity to you, since most of your competition probably will not be pre-promoting their participation in the show. Since you are already investing time and money to exhibit, milk the opportunity. For the modest investment in any or all of these "touches," the ROI will surprise you.

- post card/mailer
- bulletin or newsletter—highlight your participation in the show
- ads (tag them with an attention grabber or "come see us at the")
- message-on-hold systems
- email signature blocks
- bill stuffers
- P.S. in letters you are sending for another purpose
- poster or sign in your business

Also think about getting even more out of the show by being a speaker (pre-promote that, too), giving a show special or draw to build a database, and attract attention to your booth with something unusual—a character in costume, caricature artist, demonstrations, etc.

It's all about breaking through the clutter, explaining the benefits of attending the show to your markets, and keeping it upbeat and interesting.

For a VIP list or hot list of prospects, consider sending complimentary entrance tickets so there is one less excuse for them not attending.

(Learn more about Event Marketing in one of Carolyn's NIC courses this spring.)

Carolyn Gives Workshops in the Valley



Due to the popularity of the fall courses, North Island College and Community Futures have both contracted with Carolyn to teach more courses this winter and spring. Carolyn shares tried-and-tested strategy and tips in each course, so come and learn how to beef-up your marketing without spending a lot of money...or pass this along to others who may be interested.

March 5, 6pm, Crown Isle [More Details](#)

Low-Cost Marketing Tips Make A Difference
Comox Valley Home-Based Business Asso.

March 10, 6:30 to 8:30 [More Details](#)

Branding
NIC Campbell River
250-334-5005 / 250-334-5000 ext 4602

March 30, 6:30 to 8:30 [More Details](#)

A Bird in the Hand
NIC Comox Valley
250-334-5005 / 250-334-5000 ext 4602

March 31, 6:30 to 8:30 [More Details](#)

Toot Your Own Horn: Public Relations
NIC Campbell River
250-334-5005 / 250-334-5000 ext 4602

April 6, 6:30 to 8:30 [More Details](#)

Event Marketing — Make Your Event a Smashing Success
NIC Comox Valley
250-334-5005 / 250-334-5000 ext 4602

Carolyn Touhey, MBA, is an award-winning marketing consultant who founded SmartBiz Strategy in 2007 when she moved to the Comox Valley. In addition to running her own business in the US since 1990, she was a member of the faculty at Johns Hopkins University and Loyola College in Baltimore. She can be reached at 250-335-2342 or MakeAnImpact@SmartBizStrategy.com.

About This Bulletin

With marketing being a top concern of most business owners, this bulletin is intended to give practical advice for marketing your business. I hope you find it of interest. But, if you wish to be removed from this list, please email newsletter@smartbizstrategy.com



PO Box 445
Union Bay, BC V0R 3B0
Phone: (250) 335-2342
www.SmartBizStrategy.com
MakeAnImpact@SmartBizStrategy.com

April 7, 6:30 to 8:30 [More Details](#)

A Bird in the Hand
NIC Campbell Valley
250-334-5005 / 250-334-5000 ext
4602

April 14, 6:30 to 8:30 [More Details](#)

Event Marketing — Make Your
Event a Smashing Success
NIC Campbell Valley
250-334-5005 / 250-334-5000 ext
4602

April 20, 6:30 to 8:30 [More Details](#)

Websites 101: Tips To Get You
Started
NIC Comox River
250-334-5005 / 250-334-5000 ext
4602

April 23, 9:30 to 12:30 [More Details](#)

Pennywise & Dollar Foolish:
Branding 101
Community Futures
250-830-0999 ext 244

April 27, 6:30 to 8:30 [More Details](#)

Toot Your Own Horn: Public
Relations
NIC Comox River
250-334-5005 / 250-334-5000 ext
4602

April 28, 6:30 to 8:30 [More Details](#)

Websites 101: Tips To Get You
Started
NIC Campbell River
250-334-5005 / 250-334-5000 ext
4602