

Fueling growth with SwayTech's Tactical 20.

Tactic #8

**Putting your
best foot
forward.**

**Sway
Tech.**

Event/Tradeshow Marketing.

Why?

When leveraged effectively, events and tradeshow can be an incredibly powerful way to build brand awareness, generate leads, launch a new offering, demonstrate thought leadership, and/or conduct market research amongst a captive audience of your prospects.

KPIs you should have in place.

These will be business model dependant

- Lead generation - number of leads, lead to conversion ratio
- Engagement - booth traffic, content downloads, social mentions, session attendance
- Networking - meetings scheduled, new partnerships
- Event ROI - cost per lead, revenue generated, ROI
- Customer and market insights - surveys / feedback, industry trends, competitor activities
- Brand awareness and recognition
- Pipeline impact - sales pipeline growth, acceleration of deals

Step 01.

Event Selection.

Start with your marketing plan. Where do events fit? What is your event budget? Remember to factor in activation costs, not just the cost of participation or sponsorship. Conduct a brief assessment of market demand and competition.

PRO TIP: Less is more. Events take a lot of time and resource to do well and there are many events to choose from. The trick is to find the best event/s for your business that give you maximum impact for your investment.



Step 02.

Create a Leverage Plan.

Your plan should cover how you are going to leverage your involvement BEFORE, DURING and AFTER the event to attract, engage and follow up with attendees. Define:

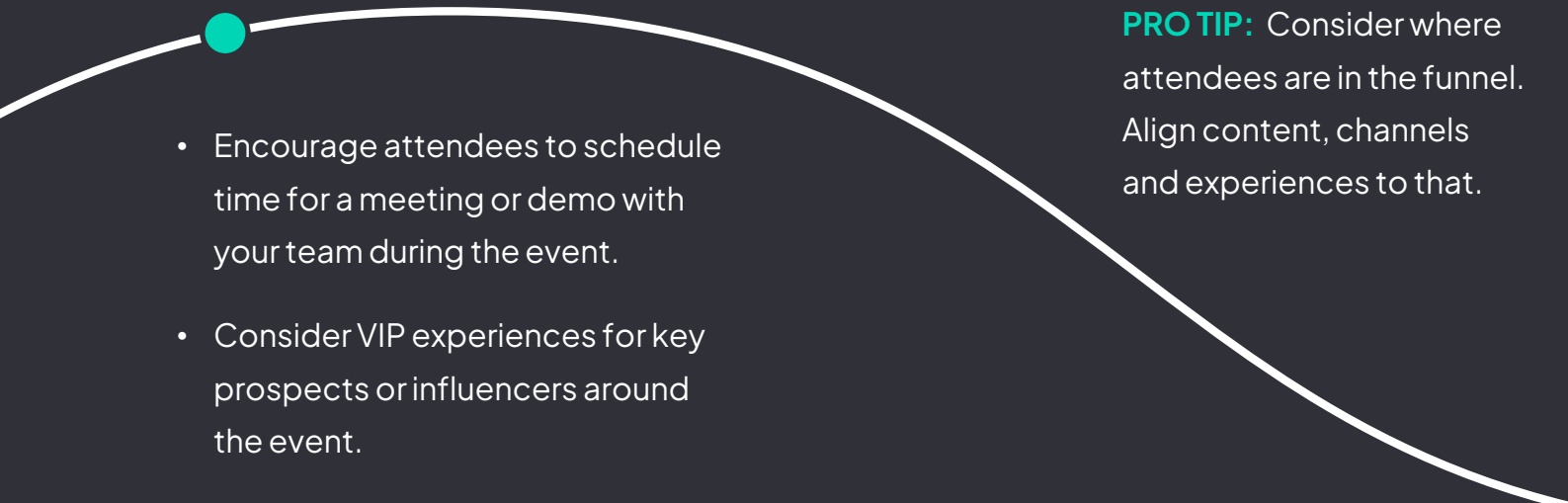
- Clear goals for the event
- The target audience
- Your value proposition and key messages for this audience
- Leverage budget
- RASCI or RACI

TOP TIP: Turning up on the day with a fancy stand and giveaways doesn't cut it. A thorough plan is needed to make the most of your investment.

Step 03.

Define your Promotion Strategy.

- Take a multichannel approach across various marketing channels including email, social, blogs, newsletters, and webinars to create buzz in the lead up to the event.
- Create teaser content that highlights what attendees can expect from your booth or session and/or relevant educational content that adds value.

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- Encourage attendees to schedule time for a meeting or demo with your team during the event.
 - Consider VIP experiences for key prospects or influencers around the event.

PRO TIP: Consider where attendees are in the funnel. Align content, channels and experiences to that.

Step 04.

Design your at-event experience.

Your booth design is an opportunity to bring your brand to life. It should be eye catching to help you stand out in a busy event hall.

- Include interactive elements like demos, product displays, activities.
- Ensure your booth reflects your brand identity and messaging.
- Post real-time updates, photos, and videos to showcase your presence beyond those who attend.
- Use event hashtags to join the conversation and increase your reach.
- Use lead capture tools to gather attendee information.
- Collaborate with partners to cross-promote and share resources.

PRO TIP: Hold a briefing to ensure everyone working at your booth is clear on their role and KPIs. Prizes for top performers can help add a fun, competitive element.

Step 05.

After the event.

- Categorise leads based on engagement level and tailor follow-up to match.
- Send prompt, personalised follow-up emails to leads, referencing your interactions at the event. Share relevant resources that address their pain points.
- Create a post-event recap, including highlights, photos, and key takeaways.
- Share recordings of any presentations or sessions you hosted.
- Gather feedback from attendees to identify strengths and areas for improvement.
- Plan out how you are going to continue engaging with leads and contacts you met at the event through ongoing nurture programmes



PRO TIP:

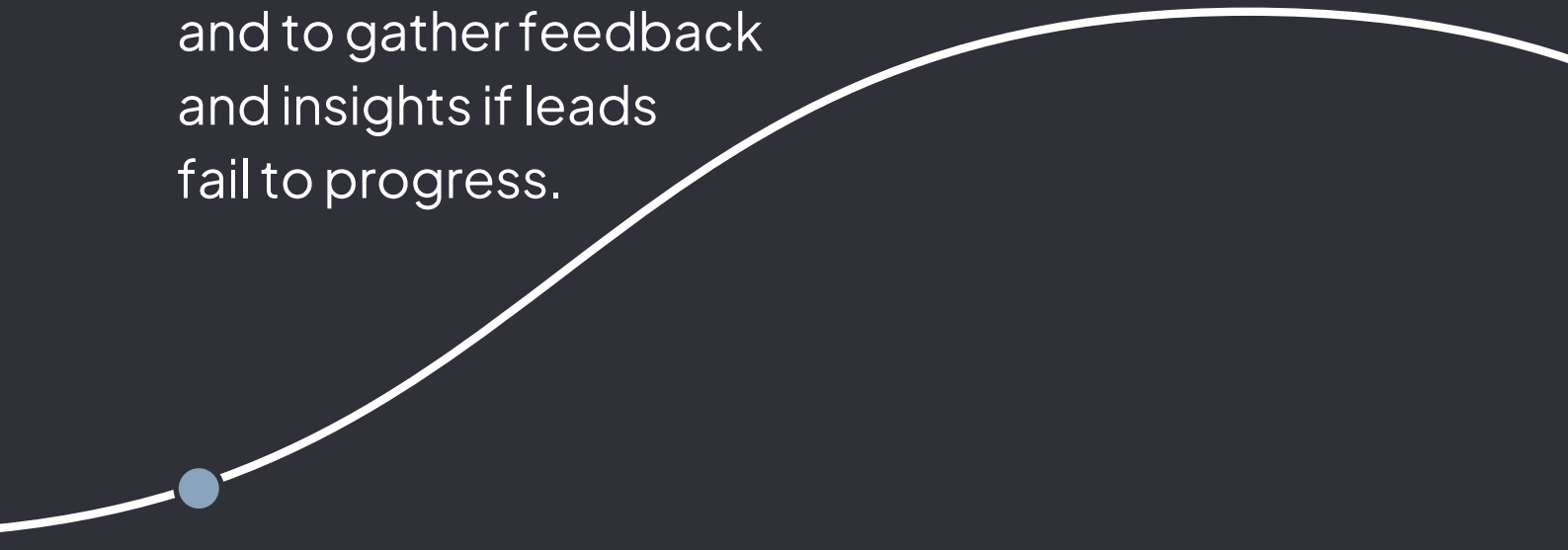
Develop a content strategy to provide valuable content to nurture relationships.

Step 06.

Sales Enablement.

Ensure sales teams are enabled with the relevant information and/or tools to effectively follow up on any qualified leads.

Regularly check in with sales to ensure this happens in a timely manner and to gather feedback and insights if leads fail to progress.



Step 07.

ROI Analysis.

Assess event performance against your goals and KPIs.

PRO TIP: Longer sales cycles may make calculating ROI against revenue challenging. A short-term fix until revenue data is available is to report on potential opportunity value.



NextUp:Tactic #9

Product Marketing Fast-start.

Understand how to effectively bring products or services to market that connect with customers, and drive business growth.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway
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**When we say marketing,
we think business.**

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