

Brand, Booth & Beyond

Take the fast path to tradeshow success



1. Pick your shows

Walk the floors of shows you're considering: Is there business being done or is it a marketing gig?



2. Plan it

Book your shows and make travel plans.



3. Design it

Design your booth to properly represent your brand image while presenting your products the way they'll appear in the retail environment.



6. Track'em!

Use your B2B eCommerce platform to see who opens your emails and follow up with a phone call. Heck, call'em even if they don't open them.



5. Use that list!

With your coveted buyer list, do your homework & find the buyers who match your brand. Use your B2B eCommerce platform to create customized linesheets/catalogs for these prospects.

Do the same for existing buyers; include suggestions to entice them to buy deeper into your product base



4. Make friends in high places

Befriend your show rep early & request prime booth placement & a buyer list.



7. Book'em!

Make your Google Calendar viewable and let buyers know they can book their own appointment times. Learn how [here](#).



8. Search'em

No response from that big account you're hoping to land? Search online for pics of key decision makers and be able to recognize them. When you spot them at the show, you can just happen to bump into them.



9. Engage'em

During the show, be sure you and your crew are friendly and engaged. Get all visitors' contact info!



12. Positivity

Keep it positive. Don't be discouraged if you didn't close all of the deals you wanted. Today's no is tomorrow's yes.



11. Follow'em

After-show follow-up is key. Use your digital B2B platform to send your buyers order suggestions based on the notes they took in the app.



10. Quick'em

Buyers are struggling to pack in as many brand appointments as possible. Make their lives easier by being the brand using a digital B2B platform. Save them time by using your platform's iPad app – you'll also save them from the slow note-scribbling process.