

Strategic Marketing: Trade Shows & Events

If you are involved in trade shows and events, we don't have to tell you how much it can dent your marketing budget. Staff training, signage and a booth display that top that of the competition add up in time and dollar investment. You may get traffic in your booth, but will they know how to contact you once the show is over?

Simply put, there are two strategies to ensure your prospect knows how to reach you *after* the show is over— a follow-up strategy and handouts. Will your giveaways make it past the waste basket? Do they support your follow-up strategy?

Promotional product giveaways are popular because they work. But it is crucial to determine the objective....Post-it™ notes with your phone number seen day after day? Wrapped candy to get them to your booth? The latest and greatest trinket to show the innovative side of your company? A classic item that supports the image of your industry? Let your Tandem sales rep help you determine the most effective item for your next event.

Product literature can be a key tool. The point of a trade show is, after all, to get your message across. And printed material remains the most cost effective and efficient way to make an impression on a prospect.

So what makes a memorable product piece - one that a prospective customer will act upon?

Project planning matters. You need to find the balance between overkill and underkill on your handouts. A 12-page full color brochure might be perfect for a follow-up to a qualified prospect, but throwing money away by giving them away indiscriminately. And conversely, a smudged black ink flyer may not support the image you wish to project.

Can your printed pieces be used after the show, or can part of the design be used for follow up items? Coordinating your show and after show needs can reinforce the strength of your campaign and reduce design and print costs.

Give them something they will keep. Sometimes a simple business card is best. Make yours stand out from the crowd. Remember, make your printed handouts memorable, creative, and substantial. Whether you have a clear vision of what you need, or are looking for experienced guidance for something new and innovative, your Tandem rep and Tandem's Design department are prepared to serve you. ¶

Promotional Products or Product Literature?