



TRADESHOWGUY SHOW FOLLOW-UP CHECKLIST

You're back from the big tradeshow. It was long and you didn't get a lot of sleep. You met with prospects, clients, distributors and a few tire-kickers along the way. You tracked leads, showed off new products, explained how your product or service is better than what your competitors offer, and generally invested a lot of time, money and energy in the experience.

Now what? How do you make sure that all of that invested time, energy and money was worth it?

The best thing to do the week after you get back from the show is to perform a proper follow up. Create a framework for how you and your team are going to to a follow up that squeezes every last drop out of your investment.

We assume that you've done at least a modest amount of pre-show marketing, had a good system for lead collection, whether electronic or paper, and spent time doing product or service demos and perhaps were even tweeting or posting to Facebook, Google+ or Instagram.

To make sure that all of that work isn't for naught, follow this simple checklist and use what applies to your and your situation.

Break it down into the following areas, and assign each area to a team member for follow up:

- Lead Generation
- Sales
- Media and PR
- Social Media
- Booth Logistics

LEAD GENERATION

Leads are highly perishable. Act quickly before they vanish. Your follow up to those prospects should be based on what each individual expects, and that information would have been determined when you first met at the show.

Leads should be graded and passed on to the sales team or other follow up folks.

Typically, the follow up options fit the following framework:

HOT LEADS:

- Email message specifically addressing their individual need with your product or service that was discussed at the show: typically within one to two weeks
- Phone call addressing a specific need that was discussed at the show: typically within one to two weeks
- Email message with link or access to general product information: within a week or two
- In-person visit: within a two to four weeks

WARM LEADS

- Phone call with general information: two – three weeks
- Direct mail with general information: three – four weeks
- Direct mail addressing specific needs: two – four weeks
- Email with link or access to general product information: within two – four weeks

COOL LEADS

- Email with link to general product information or link to blog post or white paper that may be helpful to their situation: 4 – 8 weeks or longer
- Direct mail with general or product-specific information: 4 – 8 weeks or longer
- Phone call to query on any change in prospect's situation as it relates to your product or service: 3 – 5 months depending on your industry

Collateral

If you took sales sheets, product sheets or other information to the show to hand out to visitors, make of a note of how many you took and how many you handed out, and what was left over. Consider if making these items available digitally in a PDF or other form is a better and more eco-friendly way.

SALES

When sales are made at the show, it's the job of your product fulfillment department to make sure that those orders are fulfilled in a timely manner.

- Product sent out or service scheduled
- Invoicing
- Follow up for future product needs

MEDIA AND PUBLIC RELATIONS

Presuming that your company met with industry or general new outlets at the show to discuss the company and its products, attempt to track the following:

- Number of stories or articles written
- Number of TV stories
- Number of photographs of product or related images published
- What media outlets (newspapers, blogs, online outlets, etc.)
- Reach of the media outlets (readership, website ranking, etc.)
- Engagement (comments, number of shares, what platforms)

SOCIAL MEDIA

If your company has a social media outreach program in place for tradeshow, do your best to track the following:

- Platforms were you active on
- Reach: number of followers on each platform
- How many posts (company blog articles, tweets, Facebook or Instagram posts, etc.)
- Engagement: re-tweets, shares, comments, questions, etc.
- Photos and/or videos that were posted

BOOTH LOGISTICS

Booth logistics can change from show to show, and keeping track of all of the various items can be a big help in preparing for the next show. Track the following for each show:

- Name of show
- Size of booth space
- Cost of booth space rental
- Cost of shipping and drayage
- Cost of set-up and dismantle
- Cost of any booth upgrades to this specific show such as graphic changes
- *Exactly* what booth pieces went to this show

There may be other pieces of information that pertain to your company; keep track of as much as necessary.

The gold is in the follow up and if your follow up is healthy, through, timely and consistent you can continue to point to tradeshow marketing as a viable piece of your overall marketing strategy.

Contact me anytime:

Tim Patterson, @tradeshowguy
 Tradeshowguy Exhibits
 1880 4th Street NE

Salem, OR 97301
 503-507-4110