



**18TH INTERNATIONAL EXHIBITION OF EQUIPMENT, MATERIALS
AND COMPONENTS FOR THE WOODWORKING
AND FURNITURE INDUSTRY**

28.11–01.12.2023

CROCUS EXPO, MOSCOW, RUSSIA

2023



MARKETING GUIDE

WOODEXPO.RU





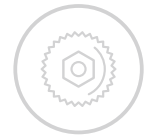
BOOST YOUR MARKETING STRATEGY

CONGRATULATIONS!

You have booked a stand with ITE Group and can relax because face-to-face marketing remains the most powerful way to connect with your customers.

HOWEVER, YOUR WORK ISN'T DONE YET.

Just attending an exhibition is not enough. You need to create a pre-buzz about it, which will inform your audience that you are exhibiting and where they can reach you. Marketing plan does wonders in attracting the crowd towards your booth.



WHY USE EMAIL AS AN EXHIBITOR?

Email marketing can be a very effective tool if you do it right.

Make sure you personalise it and reach the right people.

Use email to draw your customers' attention to your attendance, and implement special offers and tools, which will motivate them to read.

FOUR REASONS WHY EMAIL IS EXHIBITOR'S BEST FRIEND



YOUR EMAIL IS YOUR DIGITAL PASSPORT

Think about a perfect subject line, which can work for you and urge the receiver to open it.



BE TACTFUL WITH THE NUMBER OF EMAILS

It's always better to start sending an email campaign three months prior to the show and gradually increase the intensity. Consequently, there will be approx. Four emails which your clients will receive prior to the exhibition: 3 months, 2 months, 1 months, 2 weeks.



MASTER YOUR CONTENT

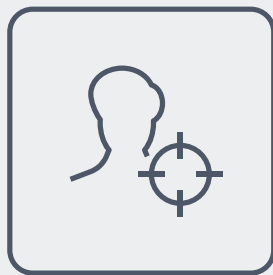
Content is the king no doubt. A well designed email with outstanding content has the power to attract, engage and interact with your customers.



A BRAND BOOSTER

Make your email campaign not only for promoting your participation but as your brand booster. Include few interesting facts about your company or newly launched products. Request an exhibition banner from ITE Group and ensure the email is well designed.

3 TOP TIPS FOR EXHIBITORS



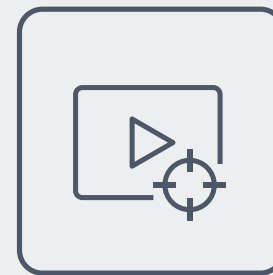
MAKE YOUR EMAILS RESPONSIVE

Approximately half of emails are opened on mobile devices. Dwell time is decreasing but that doesn't mean your content isn't being digested! Make your emails responsive to different devices so they are readable and attractive.



RE-SEND TO NON-OPENERS

This is a simple strategy that increases response rate and eyeshare. A couple of days after your email is sent, simply re-send the same message to those who didn't open it the first time. You will be amazed with the results!



ONLY INCLUDE IMAGES IF THEY ADD VALUE

Make sure your images enhance the objective of the message and add a significant value because it is likely that your image will not open on all devices.

WHY USE SOCIAL MEDIA AS AN EXHIBITOR?

The most successful businesses, that exhibit at events, are those that tell a story and give their online presence a heartbeat through a two-way conversation.

Whether you're on social media or have a conversation with someone face-to-face, you need to find a way to turn a handshake into a hug. Make your customers feel comfortable, while being as transparent, honest and as engaging as possible.

Your promotional strategy should not be limited to the event location and the event day. Invest in time to promote your participation at the exhibition before the event. Use social media and create a buzz to reach out to your existing and potential clients. A multi-channel approach will certainly mark your presence in an exhibition.

GET YOUR COMMUNICATIONS RIGHT!

Start with a social media audit and try to answer these questions:



Do your images reflect your brand across all social networks?



Are you using the right elevator pitch in your social media bio?



Is the website URL in your social media bio correct?



Are you nurturing your community before the event?



Are you monitoring brand mentions on social media?



Are you monitoring your competition on social media?



Are you using the event hashtag to promote your stand?



Are you engaging with the event sponsors online?



Have you included your stand number in all of your online and offline marketing material?



**LET US KNOW
IF YOU HAVE
ANY QUESTIONS**



2023

**SEND AN EMAIL
TO DUBAI.CS@ITE.GROUP
TO GET IN TOUCH WITH OUR
CUSTOMER SUCCESS TEAM**

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