



12 Ways

Promote Your Company
at The Buildings Show

#TBS19

Before you start a social media campaign, first define your social media goals. For an event, the goals might be:

- Show your followers that you are active in your industry
- Be seen by the industry as having industry expertise
- Engage actively with potential customers
- Grow the number of your followers

Once you have your goals, you can look at different ways to achieve them. Below is a list of tactics that will help:

01 Use the Official Hashtag #TBS19 in all of your Social Media posts. (Twitter, Facebook, Instagram, LinkedIn & YouTube)

Speaking?

02 "Live Tweet" your speakers' comments & insights.

03 Post photos of your speaker(s) and your team at the session.

04 Tweet during live sessions, even if the speakers are not from your company.

05 Post your speakers' PPT presentation and your slide share & corporate blog.

Sponsoring?

06 Take photos and/or videos of your sponsorship; print collaterals, signage, website, mobile app, e-blasts and newsletters, etc. This content will look great on your social media platforms and will show your followers that your company is active in the industry.

Exhibiting?

07 Engage your followers and break through the clutter with photos and/or videos of:

- Your booth set-up
- Live product demos at your booth
- Your team networking at the event

White Paper or Guide?

08 Post a white paper, how-to guide, or infographic that your customers will find helpful at the event. Delivering timely, quality content will be well received and will help you distinguish your company amongst your competitors.

Promoted Ads?

09 A small bit of budget for a post goes a long way, whether it's for Facebook, Twitter, LinkedIn, or any other platform. Reasons to promote your posts during an event:

- Paid advertising substantially amplifies your organic activities.
- If you have a small budget, an event will enable you to start of Engage with people who are actively in the mind set to discover, learn, and connect.

Leading Up to the Event

Boost your engagement and exposure by promoting your participation leading up to the event:

10 Let people know that you will be releasing a white paper on social media leading up to the event.

11 Show photos and/or videos of your team preparing for the event – teasers of what's to come.

12 Reach out to specific companies or people you would like to network with and send them a personal invitation to meet.

