



CRITICAL SUCCESS FACTOR #2: IDENTIFY & ATTRACT YOUR IDEAL VISITORS

关键成功因素#2: 识别并吸引您的理想客户

Hopefully, by now you have met with your sales and marketing team and written your top three exhibiting goals and created action plans for the Exposition. If so, you have put yourself in the top 20% of exhibitors!

希望此刻您已经和销售以及市场团队进行了团队会议, 确定了前三个参展目标, 并为展会制定了行动计划。如果是这样, 您已经超过了展会上80%的参展商!

While branding, visibility and awareness are core benefits of exhibiting, the real payoff will come from getting face-to-face contact with enough of the right people during the show.

尽管品牌推广、曝光度和认知度是展览的核心收益, 但真正的回报来自于在参展期间, 与目标人群面对面的充分交流。

When it comes to tradeshows, it's important to understand two things:

在贸易展会中, 有两件事情很重要:

1. you have a limited amount of capacity for face-to-face interaction
客户容量是有限的
2. not everybody attending the Exposition are the right people for you.
并不是每个参展人都是您的目标客户。

The principle of Selective Attraction is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

选择性吸引原则是您需要在展会中保持高效的最重要原则之一。您并不是只是租了一片场地, 准时出现在展会上然后期待着姜太公钓鱼愿者上钩。以下是您和您的团队需要对其深思熟虑的三个重要问题:

1. Who are the right people for you?

谁是您的目标人群?

· Relationship with company? Customers/Prospects in Sales Funnel/New Contacts/Other?
和公司有什么关系?是客户潜在销售出口、新的联系人还是其他什么?

· Industry?
行业?

· Job functions and titles?
工作职能与职位?

· Geography?
工作区域?

· Other?
其他?

2. How much is enough? Calculate your Exhibit Interaction Capacity using the formula below:

多少就足够了?使用以下公式计算您的展会互动容量:

	Example 例子	Your Company 您的公司
Number of exhibiting 展会时长	14	14
Average number of booth staff on duty: (x) 展位在职员工平均数		
* Rule of thumb: 4-5m ² per staffer * 经验原则:4-5m ² 安排一位员工	x *2	_____
(x) Target number of interactions per hour/per staffer:(x) 每小时每人目标互动数		
* 3 conservative/ 4 moderate / 5 aggressive * 3-保守的/ 4-中等的 / 5-积极的	x *3	_____
(=) Your Exhibit Interaction Capacity: (=) 您的展会互动容量	84	_____

3. What specifically are you going to do between now and show time to make sure your company is “in their mind” and “on their agenda”?

在此刻到展会开始前具体要做什么,以确保您的公司能在展会上给客户留下深刻印象,并激起他们的购买欲望呢?

· What list sources will you use? Consider internal and external sources.

您将会使用哪些素材?包括展会内部的与外部的素材

· What is your message or reason why they should visit you?

什么理由使得客户必须为你驻足?

· What will they SEE-DO-LEARN-GET by visiting your booth?

他们驻足您的展位,能够看到、做些、学到,又得到什么?

· What media will you use and when?

您准备在什么时候用什么样的媒介进行宣传?

—Pre- and At-Show: Email, Social Media, Direct Mail, Phone Calls, Print Ads, Web Ads, Public Relations, Banners/Signs, Mobile app

在展前与展中:电子邮件、社交媒体、邮件、电话、纸质广告、网页广告、公共关系、标语/横幅、手机软件

—In-Booth: Literature, Giveaways

在展位中:文字宣传、免费样品

4. Create a marketing calendar to help you manage your marketing program.

建立一张市场日历来帮助您管理您的市场营销进程。

Example: 例子

Media 媒介	Subject/Message 主题/信息	Product/Service 产品/服务	Send Date 发送日期	Cost 成本
Email 1 电子邮件 1	Learn how to solve... 想知道如何解决.....	Product 1 产品 1	8 weeks prior-1/1/XX 1/1/xx 的 8 周前	
Postcard 海报	Free sample of our new... 免费小样等您来拿.....	Product 1 产品 1	6 weeks prior-1/15/XX 1/15/xx 的 6 周前	
Email 2 电子邮件 2	See our new widget in action. 快来看看我们新开发的小工具.....	Product 2 产品 2	4 weeks prior-2/1/XX 2/1/xx 的 4 周前	
Facebook 脸书	Operate our new widget... 如何操作我们的新工具.....	Product 2 产品 2	4 weeks prior-2/1/XX 2/1/xx 的 4 周前	

If you have any questions, please feel free to reach out to us. Thank you!

如果您有任何疑问,不要犹豫,快联系我们吧。谢谢!