

5 Steps: Use Market Research to Get More Out of Trade Shows

PORTER RESEARCH

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Our agenda



The value of trade shows



TARGET AUDIENCE

Your target audience, all in one place at the same time. Opportunity to maximize use of \$\$\$.



SHOPPING MINDSET

Many buyers attend to gather information about specific solutions and companies. You need to catch their attention.



SALES ENGAGEMENT

Sales team has a call to action. They are lining up meetings, need exciting content and new information to share.



SPONSORSHIP OPPORTUNITIES

Many ways to get in front of your target audience- attendee bags, banners, presentation sponsorships. You need to make your investment worth it.



MEDIA BUZZ

Media is looking to cover new and interesting stories related to the event. Dedicated news slots ready to fill.



INDUSTRY ENGAGEMENT

Even folks not attending are tuning in to heard what's going on.

The challenge with trade shows



Trade shows are expensive.

A significant portion of the marketing budget can be spent on attending trade show. It can be challenging to maximize the value of this investment not strategically planning new ways to stand out.



Overcrowded



Everyone has a new "thing"



Repetitive messages

a look at
the problem

So what's a marketer to do?



You need a *STORY* that stands out. And a *STRATEGY* to share that story in a way that captures your audience.



Using MARKET INTELLIGENCE as the foundation for your STORY helps companies take advantage of all trade shows have to offer.



5 Steps: Get More Out of Trade Shows



Objectives

Identify your objectives for the event.

All programs should be focused on achieving these objectives.

Execute the right market research program.

Uncover insights to be used as the foundation for your story and content to share pre- and post- event.

Market Research



Identify the Story

Identify the story & key insights behind the data

What did the research tell us?
Determine what will be interesting to the audience.

Bring the Story to Life

Determine the content needed to achieve your objectives.

Bring the Story to Life



Share Your Story

Share Your Story

Launch the story and deliver content to achieve objectives.

STEP

1

The 5 Steps



Establish your objectives for the event.



Think bigger than the booth.

Some of your target audience is at the actual event, but many others are following news surrounding the event via industry publications & social media. Consider objectives related to media, stories picked up by publications, social media engagement, pre- and post- event webinars.



Launch something new.

Are you launching a new solution? Consider new leads & metrics for enabling sales of the new solution such a # demos.



Give the sales team a goal.

Consider objectives related to # meetings in the booth, # demos, # attending any live presentations, # attending sponsored events.



Expand market awareness.

Consider impression via social media, website views, booth visitor scans.



Leads and opportunities.

Consider new leads and opportunities added to the sales funnel.

The 5 Steps



Execute the right market research program.

STEP

2



Share your objectives with your market research team.

Market research programs are designed based on your objectives.



Design the program.

The program should include a combination of research methodologies to support your goals:

- Web-based survey
- Telephone interviews
- Online focus groups
- Live focus groups
- Messaging heat maps

Questions asked must also support the end goal.



Determine the target audience..

The audience participating in your research should be the same audience attending the event, so the story resonates.



Gather insights.

Market intelligence will be used as the foundation for your story. For example, data may be used to shape the story. Quotes and statistics will be used to support the story.

Question design makes all the difference



These questions uncover insights that catch readers' attention:

- Rank the top 3 challenges facing your organization in 2020.
- How will *(insert your technology or service)* enable you to solve your top challenges?
- What is the most valuable benefit organizations like yours can achieve from implementing *(insert your technology or service)*?

TIP:

- *Use qualifier questions to ensure participants have knowledge of the topic*
- *Allow selection from a pick list for valuable stats*

The 5 Steps



STEP

3

Identify the story & key insights behind the data.

Analyze the data to find stories that support your company's value proposition.

- What is the data telling us?
- What new information will be interesting to our audience?
- Are there findings that suggest a different story than what is currently trending?
- What's the BIG MESSAGE that I want to share at my event? (THIS BECOMES THE HEADLINE)
- What additional facts, messages and quotes do I have to support my BIG MESSAGE?

The 5 Steps



Bring your story to life.

STEP

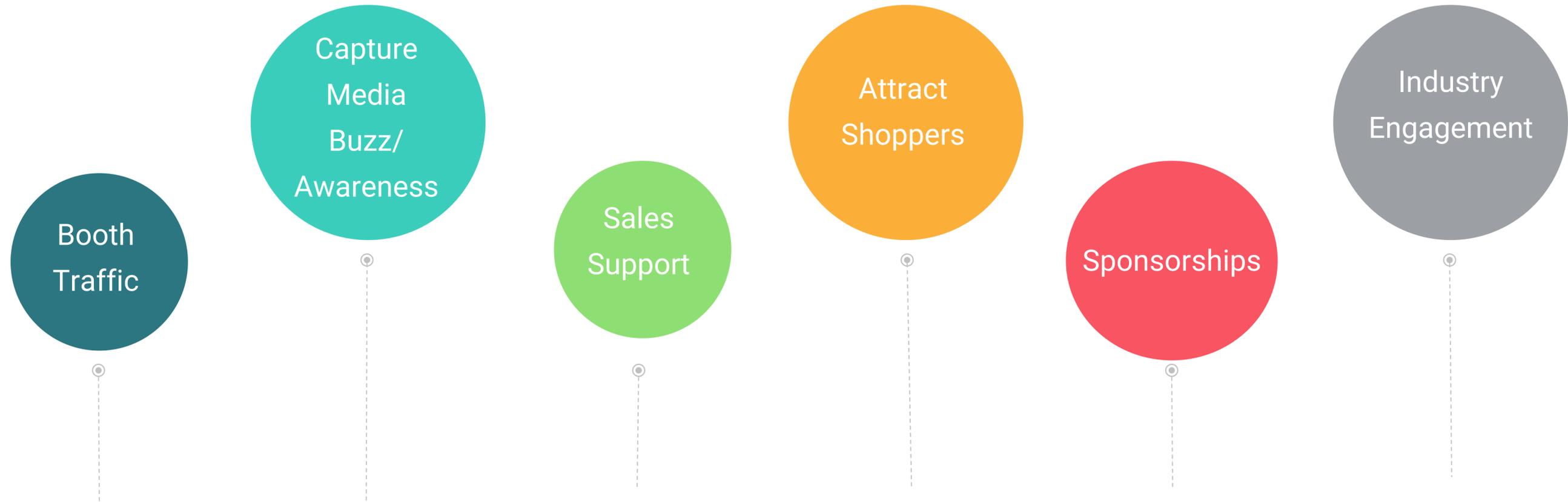
4



Choose the content you need to support your objectives. Share your BIG MESSAGE and story uncovered through your market research in your content.

- Where & when do you need content?
- What types of content are needed for your trade show activities & investments?
- What types of content can you use to capture your audience AND contact info?
- What types of content can support your sales team?
- What type of content can allow you to take advantage of the media buzz?

Choosing content to bring your story to life



- White paper
- Infographic
- Info card
- Rolling presentation

- White paper
- Infographic
- Landing page
- Website messaging

- Sales presentation
- Email invitations
- LinkedIn post templates
- Landing page

- White paper
- Infographic
- Info card
- Rolling presentation

- White paper
- Infographic
- Case study

- White paper
- Infographic
- Landing page
- Website messaging

The 5 Steps



STEP

5

Share your story.

Strategically share your content in a way that aligns to your objectives.

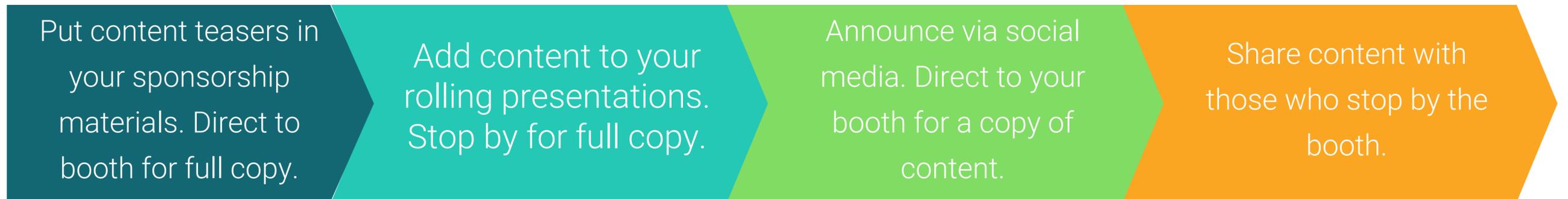
EXAMPLE: Share your story



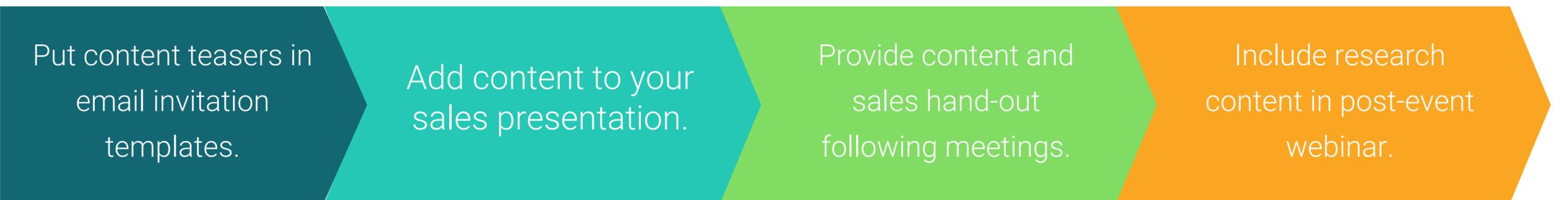
Objectives related to awareness, media, leads?



Objectives related to booth traffic, use of sponsorships?



Objectives related to sales support?



A few tips



1

We ALWAYS recommend a press release announcing the findings of your research and where readers can go to learn more. Partner with a great PR company. This gets picked up by publications which REALLY helps you stand out.

2

ALWAYS put your content on your website with a contact form to download. This will capture leads.

3

Include your research findings in post-event webinars. This extends the value of your trade show investment.

4

Continue to include your research findings in social media posts and presentations. This extends the value of your market research investment.

EXAMPLES



SAP at HIMSS19



1

2

3

4

Objectives:

- Engage shoppers at HIMSS
- Strengthen sales content
- Increase market awareness of healthcare solution, generate media buzz

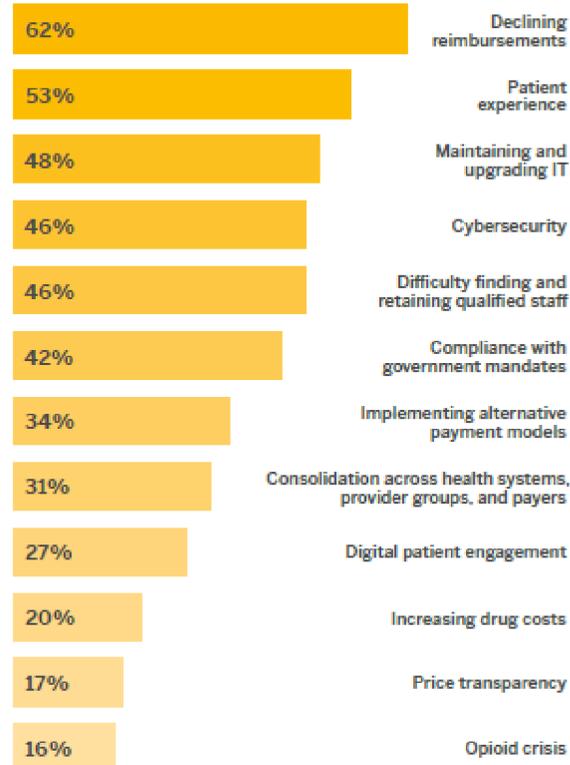
Porter Research executed market research

- Web-based study of health system executives
- Telephone interviews with health system executives.

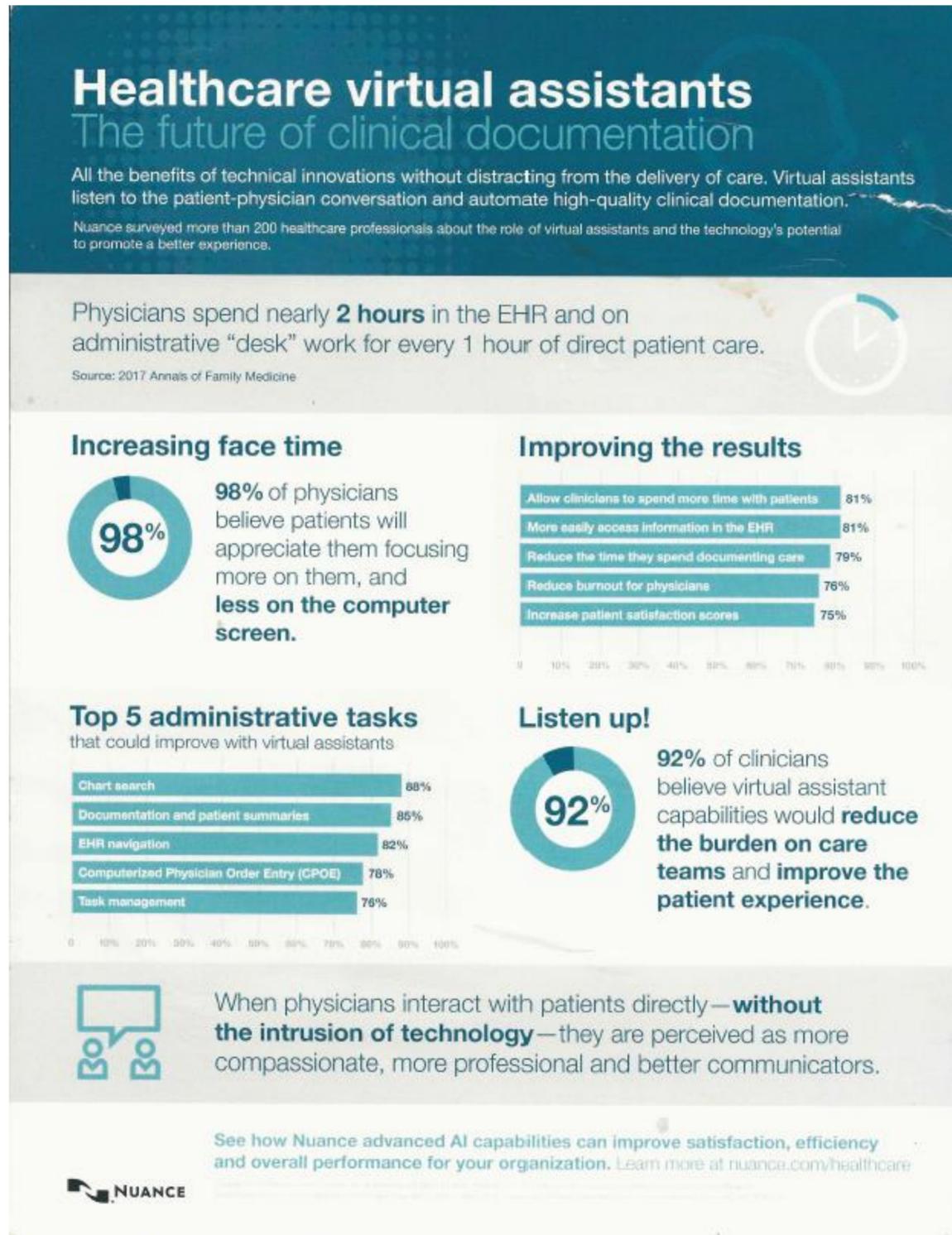
Porter Research delivered white paper content.

SAP announced via press release ahead of HIMSS. Directed audience to website for download and booth. Story picked up in multiple publications.

Figure: Health System Challenges



Nuance at HIMSS19



1

Objectives:

- Increase engagement with attendees at HIMSS19

2

- Porter Research executed market research
 - Web-based study of physicians

3

Porter Research delivered content for infographic.

4

Nuance distributed infographic at booth during HIMSS19.

How we can help



Partner with Porter Research for:

- 1** Consulting related to setting your trade show objectives.
- 2** Planning and executing your market research program.
- 3** Developing content using market research findings to support your event objectives.
- 4** Delivering additional marketing and product strategy support.

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Porter Research turns insight into action by providing

Market Research + Strategic Marketing Services

