

## 1. Develop your goals

Having a social media presence is not the goal. Social media platforms are used as a tool to achieve your company's goals. Starbucks is on social media to sell coffee. Weird, right? Depending on your goals, your social media strategy will change. Whether your goal is to build brand awareness, get new sales leads or sell coffee, social media is a great, cost-effective tool to bring your company closer to your clients.

## 2. Know your demographics

Find out who your customers are, who your target customers are and what social media channels they are on. Spend your time and effort on social channels that will connect you with your target audience and rock it, instead of being on every social platform that you can't spend time developing.

## 3. Tell your story

Connect with your audience in ways that traditional media can't - have a conversation! Humanize your brand to create deeper connections with your followers. If you make your interactions personal, you'll get better results while improving your social media presence. At the end of the day, you're dealing with people, even if you are in the B2B sector.

## 4. Stay true to your brand

Retain consistency across your social channels and website to elevate brand recognition, drive customer perception and engagement.

#globalenergyshow



Global Energy Show



@energy\_show



Global Energy Show



@globalenergyshow

### ENGAGE WITH US

Leading up to June, promote on social media that you'll be exhibiting at the Global Energy Show! We engage and share posts that we're tagged in, and posts using #globalenergyshow. This allows extra exposure for your posts, and increases the likelihood of others to find your posts following the hashtag.

To help you market your presence at the Global Energy Show, utilize the Marketing Toolkit in the Exhibitor Zone.

## YOUR SOCIAL PATH TO THE GLOBAL ENERGY SHOW

### 6 MONTHS

- Choose your networks and develop your social media strategy
- Add links to your social media networks to your website and let your customers know you're online

### 4 MONTHS

- Download email signatures and social media banners from the Exhibitor Zone
- Start posting on your networks to let your followers know you'll be at the Global Energy Show

### 2 MONTHS

- Download the customizable invitations from the Exhibitor Zone and invite your customers to see you at the Show
- Plan your day-of social media, or hire an external company

### 3 WEEKS

- Engage with us online to find new leads and plan your days at the Show
- Schedule meetings with your clients and potential clients at your booth

### 1 WEEK

- Develop content and schedule posts in advance of the Show! The exhibition floor will be busy, so it is easy to forget to post your content
- Encourage your employees and booth staff to post about the Show on their personal networks

### DAY OF

- Join in on social conversations regarding the Show. Add your opinion on panel discussions, ask thought leaders questions, share photos and tag other brands!
- Tell your story! Encourage people to come to your booth by telling them who you are as a brand and what unique products or services you have to offer
- Live-post directly from your booth! This could include when your live demos are scheduled and directions to get to your booth!
- Find your partners at the Show! Post about seeing your clients and partners at the Show and tag them to broaden your reach

### POST SHOW

- Communicate the success of the Show to your followers and thank them for seeing you at the Show
- Follow up with any social leads from LinkedIn promptly after the Show