

Ask the Expert: E-mail Marketing Campaigns ***A Conversation with Dave Einzig***

The exhibitions and events industry is extremely fast-paced. The fact that e-mail marketing, or "e-marketing," has become a primary communications strategy comes as no surprise. Unfortunately, valuable messaging opportunities are often lost in the quest to be as brief as possible. The popular idea that too much information will lose the reader can lead to e-mails that do not serve much of a purpose and, in fact, end up in the recycle bin. There is a way to create a robust e-marketing campaign that not only draws in the reader, but keeps him on the alert for the next e-mail.

Dave Einzig is president of Industry Connect, a company that offers a broad range of services to meet the specific e-marketing demands of the trade show and association professional. From e-mail marketing systems to year round community solutions, Industry Connect strives to help their clients both better market their events and discover new online revenue opportunities. Here, Einzig explains key points to consider so you can make the most of any e-marketing campaign.

Word of the Day: Aggregation. According to Einzig, one of the most important elements to your e-marketing campaign is aggregating content, i.e., consolidating information from various sources to provide content rich and well rounded e-Newsletters to your audience. That means, for example, coordinating your different show teams, as well as the official vendors, to submit their important pre-show updates and deadlines for inclusion in one comprehensive exhibitor update campaign. It is no secret that exhibitors are bombarded with e-mails from anyone and everyone associated with the show, and some that aren't, so making the effort to consolidate everything they need to now leading up to the show in to one official exhibitor update campaign, sent from their representative, will go a long way with your exhibitors. Show management needs to stand out as the "official voice" of the event, and aggregation is a great way to make that happen.

In Regards to attendee e-Marketing, to both your pre-registered and prospect databases, Einzig suggests creating an opportunity for exhibitors to submit announcements about new products that will be featured at the show, event invites, product launches, press releases, etc. This information is especially appealing to attendees. After all, why do they need more e-mails urging them to attend the show when they have already registered? Give them new information that speaks directly to the reason they are attending instead! Prospective attendees should receive a slightly different intro message, but they too can be driven to register by letting them know why they should not miss your event.

"These methods have proven to significantly increase the open rates for our clients' campaigns," comments Einzig. "We have even seen cases where more recipients were tracked forwarding e-mails to colleagues than unsubscribing"

Spell out the communication plan to the recipient. Recipients benefit from knowing the scope of the communications they will be receiving about your show. "Countdown to Show 1 of 8" or something to that effect is important on e-mails to both attendees and exhibitors.

"They see that it is a new edition containing new information," stresses Einzig. "They can see the light at the end of the tunnel and do not have to think about unsubscribing because they know it will end. People really appreciate that."

Do not make monetizing your e-mail advertising an afterthought. "We work with shows where we generate over \$100,000 in revenue from their attendee e-marketing campaign," Einzig says. "It is a great place to look for a revenue new stream to replace an existing expense."

There are plenty of revenue-generating opportunities in an e-marketing campaign. Exhibitors can pay to submit their product announcements, and you can create various levels: text only, text with a graphic, exclusive positioning such as a "feature story", etc. For smaller events, an idea is to offer exhibitors a free basic announcement in one edition, to boost the overall participation rate in the program, and sell higher profile "market leader" feature stories to drive the revenue.

Einzig explains, "It creates a really nice win/win/win where the exhibitors get a great pre-show promotional channel to communicate with the attendees at large about their marketing agenda at the show; the show manager is now able to harvest that great content from the exhibitor base and use it as marketing content to show the attendees all the reasons why they should come to the show - because the #1 reason attendees got to the show is the new products and solutions, so why not feature those new products and solutions in your attendee marketing; and the attendees appreciate the content as they would rather be getting emails that give them a lot of great information and they enjoy reading than those that just sell them on the show.

Another revenue generator is banking on what the host city has to offer. Industry Connect is currently developing a "host city ad network" that opens the door for service providers in the host city to offer special discounts to attendees. By selling advertising to these providers, you not only generate revenue, you also do a great service to your attendees by making them aware of activities in the area they will be visiting, at a discounted rate no less!

A few simple steps can lift your e-marketing campaign from run-of-the-mill to a highly anticipated communications plan. Dave Einzig can be reached at dave@industryconnect.com.



CASE STUDY – June 23, 2008

IndustryConnect Partners with CONEXPO / Con-AGG 2008 to Produce More Effective Trade Show E-Marketing and to Create Digital Revenue Centers

IndustryConnect, a leader in trade show e-Marketing technology, has partnered with some of the Nation's largest trade shows, including the recently held CONEXPO / Con-AGG event, to execute the next generation of e-Marketing initiatives. The model integrated user-generated content from the exhibitor base to provide attendees with valuable content rich pre-show e-Newsletters which have proven to drive pre-registrations, increase verification rates and create a substantial new source of revenue.

IndustryConnect and CONEXPO / Con-AGG successfully produced an eight week "Countdown to the Show" attendee e-Newsletter campaign with both Show News and featured exhibitor announcements. The exhibitor content collection and billing functions were seamlessly executed through IndustryConnect's user friendly online Announcement Entry System.

"The success of this campaign exceeded our expectations, both in the number of exhibitors who participated and the revenue generated," says Chuck Frey of the Association of Equipment Manufacturers, the organizer of the exhibition. "The number one reason attendees visit our show is to see the industry's new products and solutions. Featuring such exhibitor announcements, press releases and invitations to events helped to communicate the value and power of the show to attendees. The planning and execution of this program was completely handled by the IndustryConnect team with a high degree of professionalism."

Over the last year many of the nation's largest trade shows including K/BIS, The National Hardware Show, GlobalShop, JCK Las Vegas, Book Expo America and The PGA Merchandise Show have executed IndustryConnect programs with the same excellent results. Mark Stevens, of International Exposition Company, who has partnered with IndustryConnect for their AHR Expo and Chem Show, says, "We have experienced an unprecedented number of attendee registrations resulting from the broadcasting of our IndustryConnect "Countdown to the Show" e-newsletter campaigns. In fact, within three days of the first Chem Show e-newsletter being sent we had 700 attendees register for our show. It proved to us that providing attendees with exhibitor content related to new products and promotions being launched at an event is an extremely powerful marketing tool. The exhibitors truly appreciate the added pre-show exposure as well."

"We are thrilled that our unique approach to trade show e-Marketing has been producing such powerful results for our clients," said Dave Einzig, CEO of IndustryConnect. Einzig added, "The foundational

step towards enjoying an engaged audience of online professionals is to provide well rounded and interesting content that they will both appreciate and anticipate on a regular basis. Our "Countdown to the Show" attendee e-Marketing program, as well as our year-round Community Builder service, accomplishes that very well. We look forward to expanding our services to serve the industry and lead shows toward greater success in the future.

ABOUT INDUSTRYCONNECT:

IndustryConnect offers a broad range of patent pending technologies custom tailored to meet the specific e-marketing demands of the Trade Show, Publication and Association professional. From robust email marketing systems to industry-wide and year round communications solutions, IndustryConnect is empowering their clients to better serve their respective industries while, at the same time, discover countless new ways to generate revenue online. IndustryConnect's mission is to help trade show organizers maximize the effectiveness of their communications (email and Internet) to become the most important focal points of their respective industries as possible. For more information and to view a demo of the system, visit www.industryconnect.com or call 1-800-288-1440.