

Revitalizing Conference Booth Engagement through Strategic Outreach

November 10, 2023

Problem

A value-added reseller faced a challenge of low attendance at its booth during a prominent industry conference. Despite having compelling products, the booth's underwhelming attendance posed a significant obstacle to the company's goals of

networking and showcasing products, impacting potential sales and business growth.



Solution

To address the issue, the value-added reseller implemented a multifaceted strategy. The first step involved purchasing the conference registration list, enabling direct communication with attendees. Prior to the event, personalized emails were sent, highlighting the company's booth location, product offerings, and the exciting opportunity to participate in a raffle for a \$25 gift card.

Follow-up emails were scheduled after the conference to maintain engagement with the attendees.

The Implementation

1. **Email Outreach:** A targeted email campaign was crafted, providing concise and compelling information about XYZ Company and the incentives for visiting the booth.
2. **Raffle Incentive:** The introduction of a raffle for a \$25 gift card created an additional attraction, encouraging attendees to stop by the booth.
3. **Post-Conference Follow-up:** A series of post-conference emails expressed gratitude for those who visited the booth, offered additional information, and extended exclusive post-conference promotions.

Results

The implemented strategy yielded significant improvements. Booth attendance increased by 30%, reflecting a more engaged audience. Moreover, the introduction of the raffle contributed to a 15% rise in leads, showcasing the effectiveness of incentivizing engagement.

Key Takeaways

1. **Data Utilization:** Leveraging the conference registration list allowed for targeted outreach, maximizing the impact of communication efforts.
2. **Incentivized Engagement:** The raffle incentive served as a powerful motivator, attracting attendees to the booth and increasing overall interest.
3. **Post-Event Engagement:** Following up with attendees post-conference maintained the connection, providing opportunities for continued engagement and sales.

Impact

The revitalized booth engagement not only enhanced brand visibility but also translated into tangible business results. The increased attendance and purchases demonstrated the effectiveness of a well-planned, data-driven strategy in transforming a lackluster conference presence into a successful marketing opportunity for the value-added reseller company.

This case study highlights the significance of booth attendance and engagement to not only address a deficiency in sales but also to foster a culture of engagement and interaction.

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