Top Tips for Trade Show Social Success

MAKE THE MOST OF YOUR EXPO EXHIBIT EXPERIENCE

Mastering the Basics

1. Select your social media platforms (LinkedIn, Instagram, Facebook, X, TikTok)
2. Create a paid ad plan & budget (Will you be boosting social media posts across platforms to increase engagement? Will you run a short campaign?)
3. Build your organic presence
4. Assemble Your Team (Who will be responsible for scheduling posts and interacting with your audience?

Before the Show

1. Identify or create a hashtag (In this case, always use #GLEXPO on all social media posts related to Great Lakes EXPO 2024)
2. Build excitement (Get your audience excited about the show! Start talking about your presence at the show ASAP.)
3. Join the conversation (Engage with other exhibitors, speakers, etc. who are attending)

During the Show

1. Balance scheduled and live content (Consider live video during the event. If you don't have someone to run live videos, take pictures and send them to your pre-established social media team).
2. Utilize your entire team

After the Show

1. Post a trade show recap (highlight your team's favorite moments!)
2. Create long-form content (consider a photo or video reel showcasing Great Lakes EXPO) to share with your followers
3. Reconnect with leads/audience

GREAT LAKES EXPO
FRUIT, VEGETABLE & FARM MARKET

CONNECT.
INNOVATE.
GROW.