

So you've exhibited at a trade show, what next?

A step by step marketing strategy to maximise your trade show success.

Refresh.

The trade show was a success. What next?

Trade shows are an exciting opportunity to **connect with potential customers, generate brand awareness, and drive sales**. However, the real and lasting impact of your presence at the event depends on what you do next.

We work with many businesses and brands on their marketing in the run up to, during, and following events to make sure their full impact is realised and the maximum return on investment (ROI) is achieved.

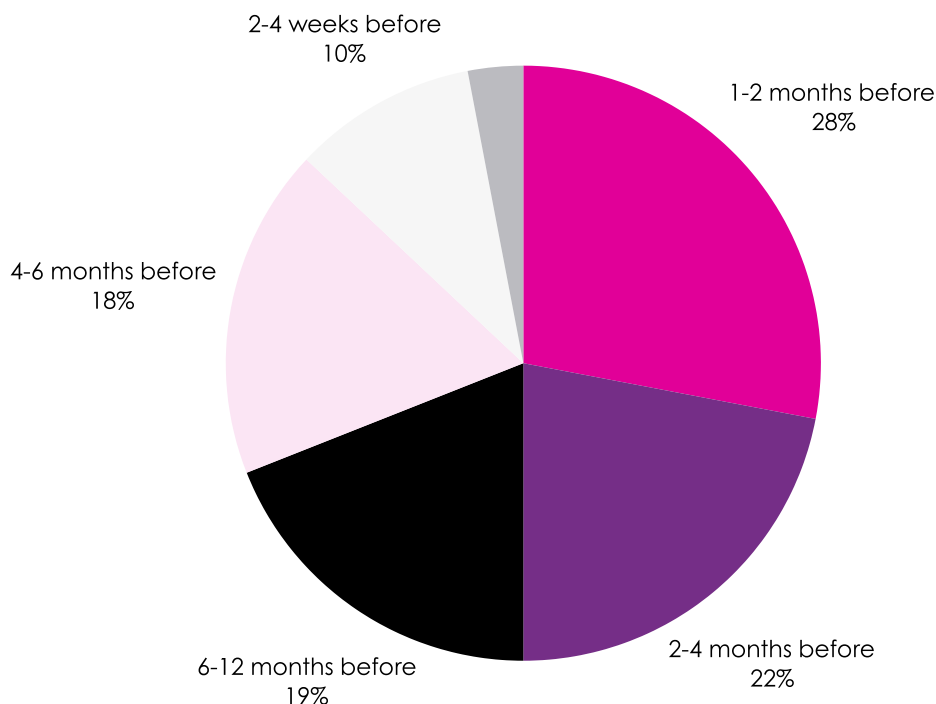


Insights from our team who have attended 100s of trade shows

Research shows **41% of businesses leave their trade show marketing planning until less than two months before a show**. This can be risky and leave you lacking in time to create a comprehensive strategy, and get it implemented.

22% of exhibitors are more prepared and start planning 2-4 months before the show, whilst 18% are very prepared, getting ready 4-6 months before the show. It pays to be prepared.

Our experienced team of marketing professionals has pooled their insights and advice to produce this step by step marketing guide for you. It is designed for businesses to follow in the crucial days, weeks, and months after a trade show to maximise engagement and sales.



Display Wizard, 2017

Within the first 24 hours

Capitalise on immediate interest

The show has closed, and the stand has been packed. Your on-stand team has done an amazing job, but the work is not over yet. **The next 24 hours are critical in turning your event's success into real business opportunities.**

Prospects you engaged with are still buzzing from the excitement of the show, and they are mulling over what they have seen, making it the perfect time to reinforce connections.

A timely and well structured follow up will keep your brand top of your audiences mind while enthusiasm is high.

From organising leads, to sending personalised appreciation messages and sharing event highlights on social media, swift action now will set the foundation for the long term customer relationships and help you convert their curiosity into sales.

81%

of trade show attendees have buying authority

Display Wizard, 2025

Within the first 24 hours

Actionable steps to implement

1. Send a thank you email or SMS message

- A personalised thank you message creates an instant touchpoint.
- Include a discount code, product showcase video, or a behind the scenes look at your event experience.
- Make it easy for customers to follow your brand after the show. Include links to social media and an email subscription option.

2. Organise & prioritise your leads

- Sort prospects into categories: immediate buyers, potential future customers, and general brand enthusiasts.
- Ensure all leads are properly recorded in your CRM or email marketing platform with as much information as possible. This will help with segmentation and personalisation.

3. Social media highlights and engagement

- Share event highlights, such as pictures of your stand, customer interactions, and product demos from the show.
- Engage with users who tagged your brand and reshare their content. User generated content can be a powerful advocacy tool if used correctly.
- Use relevant hashtags and official event hashtags and social media handles to maintain visibility. Geotags also make sure your content is on the virtual map.

Within the first 48 hours

Strengthen the connection

The first 48 hours after a trade show are **crucial for deepening engagement and moving leads further along the customer journey.**

While your initial follow ups have set the stage, now is the time to strengthen those connections. Attendees are sifting through the many brands they encountered, so keeping your business front and centre is essential.

Personalised follow ups, social media interactions, and exclusive offers can help sustain interest.



By leveraging user generated content, connecting on social media, and delivering promised follow-up materials, you can build momentum and **ensure your brand stands out in the post-show noise**, turning interest into tangible opportunities.

Within the first 48 hours

Strengthen the connection

1. Drive more online engagement

- Host a giveaway on social media for event attendees (e.g. "Tag us in a photo and win a prize!").
- Launch a poll or Q&A session to gather feedback on what people loved most. Do they wish they had asked for more info or gotten the answer to a burning question?

2. Personalised follow-ups for key leads

- For highly engaged consumers or big ticket items or bespoke purchases, send a direct follow up email or social media message.
- Offer an exclusive early access deal or limited time product bundle.

3. Leverage user generated content (UGC)

- Reshare posts from attendees showcasing your brand. This acts as a third party endorsement.
- Feature testimonials or short video clips of customer reactions. By collecting vox pops during the show you'll have plenty of content to post.

188%
**higher open rate of
personalised emails
versus generic ones**

Shapo.io, 2025

Within the first week

Keep the buzz going

The first week after is about maintaining momentum and **guiding prospects towards conversion**. Interest is still fresh, but attendees are returning to their routines, so staying visible is key. Now is the time to deliver on promises, whether it's sending product brochures, exclusive content, or special offers.



Thoughtful, segmented follow-ups via email and social media will keep your brand relevant. A well timed blog post or video recap can also reinforce your expertise and value. **By nurturing leads with targeted content and personalised engagement, you'll strengthen relationships** and increase the likelihood of turning interest into long term customers.

Within the first week

Keep the buzz going

1. Targeted email & SMS campaigns

- Consider an email or SMS campaign for hot leads with a time sensitive offer. Keep it succinct and appropriate for each communications channel.
- Send tailored emails to different groups:

For immediate buyers:
Feature popular products and exclusive discounts.

For undecided customers:
Share customer testimonials and product videos.

For brand enthusiasts:
Offer a first look at upcoming launches.

2. Publish a post-show blog or video

- Recap key highlights from the show. A written blog from your time at the show lets attendees and those unable to visit relive the event.
- Feature behind-the-scenes content or an interview with your team. This builds relationships and buy-in from potential customers, people buy people.
- Share it on social media and your website.

3. Collaborate with influencers and partners

- Work with influencers who attended the event to create post-show content. Were there famous folk or social media stars there? Interact and engage with their content.
- Offer an exclusive discount code for their audience. This allows you to track their influence and pull for your products.

Within the second week

Convert and build loyalty

By the second week, it's time to **turn engagement into action**. Leads who showed interest need a reason to take the next step, whether that's a purchase, a meeting, or further discussions.

A well timed sales push, exclusive offers, or limited time promotions can drive conversions. Keep the conversation going on social media with customer testimonials and interactive content.



Follow up with warm leads personally, reinforcing how your product or service meets their needs. Stay proactive. This is your window to **turn post show excitement into tangible business results**.

Within the second week

Convert and build loyalty

1. Follow-up sales push

- Launch a 'Last Chance' promotion for event attendees to add urgency.
- Offer a freebie or bonus gift with purchase. Free postage can also be attractive, if applicable.

2. Engage with social media followers

- Host a live Q&A session to answer common customer questions.
- Share 'real-world' customer reviews and testimonials. This is also an opportunity to incorporate user generated content.

3. Encourage product reviews

- Send a friendly follow-up email requesting reviews from paying customers. Google Reviews and Trustpilot feedback can convert future customers.
- Offer a small incentive (e.g. a discount on their next purchase).

95%

**of consumers read
online reviews
before making
decisions**

32%

**of purchases
are influenced
by reviews**

Within the first month

Maintain momentum

Some prospects may need more time to decide, so don't let them forget you. Keep them engaged with exclusive offers, behind-the-scenes content, and VIP invites.

Share success stories from customers who discovered your brand at the event. Analyse your results, track conversions, and refine your approach for even better outcomes next time. Stay active on social media, **keep the conversation going, and ensure your brand remains front of mind**. The work isn't over, it's just getting started! Within the first month, maintain momentum.



Within the first month

Maintain momentum

1. Nurture customer relationships

- Create a loyalty program for event attendees.
- Offer an exclusive invite to a virtual product showcase or brand experience.

2. Measure success and learn for the next show

- Track sales generated from the event.
- Gather insights on the most engaged audience segments.
- Identify key takeaways to improve for future trade shows.

3. Continue brand storytelling

- Share success stories of customers who discovered your brand at the show.
- Announce upcoming events where customers can meet you in person again.

83%

consumers say belonging to a loyalty program influences their decision to buy again from a brand

Queue It, 2025

In conclusion

The show must go on...

A trade show isn't just about event day sales, it's about building lasting relationships with customers. By implementing these strategies, you can **turn new connections into loyal customers** and ensure your brand remains top of mind. Need help executing your post-show marketing plan?

Do you regret not making more of your marketing in the run-up to, during, or after the show?

Get in touch with us and find out how we can help with:

- Content creation
- Video production
- Graphic design
- Public relations
- Email marketing
- Social media strategy



- Stand design and build
- Thought leadership
- Panel events
- Roundtables
- Speaker opportunities
- Media training

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