

Top 10 things you can do now to drive traffic to your event

- 1 Search for your online audience. Use tools like Google Alerts and perform general searches with keywords representing your target.
- 2 Reach out to past participants; ask them where they congregate online and if they will share your event information within their circles.
- 3 Look for similar/competitors' events to find your potential audience. This is also an opportunity to gain perspective on effective and non-effective communication with your audience. See what they do, and do it better.
- 4 Look to relevant tradeshow/event websites and magazines within your industry and connect with their communities.
- 5 Ask your speakers and sponsors to promote your event or tradeshow within their networks. Link to their online presence from your own if they mention your event or tradeshow.
- 6 List your events with online community calendars like Upcoming.Yahoo.com.
- 7 Promote your event on Facebook. Create an event RSVP page.
- 8 Ask team members that will be working at the event or tradeshow to leverage their own online profiles and begin engaging with potential attendees and prospects.
- 9 Research the name of your event and make sure it's unique so that people can easily find it.
- 10 Create customer profiles to gain a deeper understanding of the online usage patterns of your potential audience: This will help you identify where to focus your online marketing efforts.



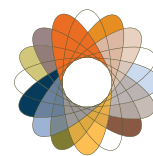
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Useful Resources

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