



*Present*

# Driving Traffic & Engaging Visitors On Your ASHG Virtual Partner Page

## **Participant Learning Objectives:**

- Marketing Your Virtual Partner Page
- Digital Staffing Success – 7 Step Road Map
- Prepare Your Virtual Partner Page Staff
- How to Capture Leads and Follow-Up
- Measuring Performance & Value

## **Marketing Your Virtual Partner Page**

1. Promoting Your Virtual Partner Page, CoLabs & Lightning Talks Before, During & After the Event is a \_\_\_\_\_!
2. Defining and communicating a compelling **Value Proposition** to the right people helps you draw quality traffic.
  - *What is the single biggest \_\_\_\_\_ or challenge your customers face that you can help them solve?*
  - *What is one useful thing you can quickly teach them that will add value to their practice or career?*
  - *What will they gain, save, achieve or avoid by visiting your Virtual Partner Page?*

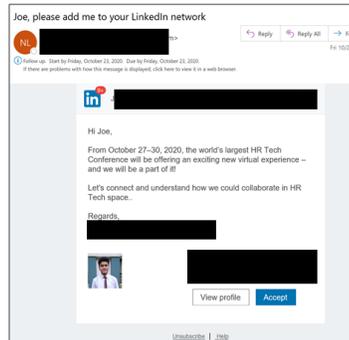
### **Do It Yourself Marketing**

1. Get sales team to work your warm circle: Encourage target visitors to register, engage and schedule meetings with you!
  - **Customers:** Active and Inactive
  - **Prospects** in your sales pipeline
  - Recent inquiries about your product/services
  - Website visitors
  - People who downloaded documents you've offered
  - Visitors to your previous tradeshow exhibits
  - Social media connections and groups
2. Create segmented lists, design messaging/content specific to each list.
3. Start marketing \_\_\_\_\_ weeks before the live event.
4. Use email, social media, web landing pages and platform tools as primary media.
5. Plan for at least \_\_\_\_\_ direct touch points, ideally through multiple media.
- **PRO TIP:** Give a clear and compelling reason to attend the event and visit your Partner Page.  
See – Learn – Interact - Get

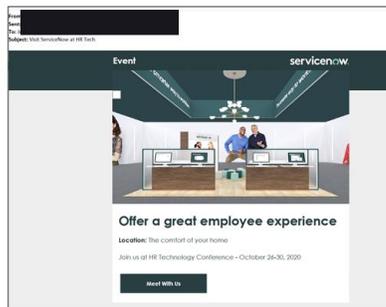
## Do It Yourself Marketing

### Marketing Examples

- No message, benefits or differentiators
- No company name reference in body
- Typo
- It's all about them, not me!



### Marketing Examples

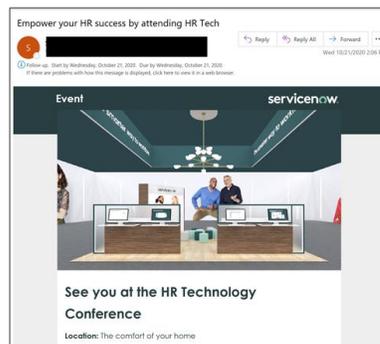


#### EMAIL #1

- Clear subject line
- Well-branded
- Preview of digital booth
- People humanize experience
- Benefit in body copy
- Call to action button



### Marketing Examples



#### EMAIL #2

- Benefit focused headline
- Consistent branding, look & feel
- Assumptive copy

*Email continued on next slide*

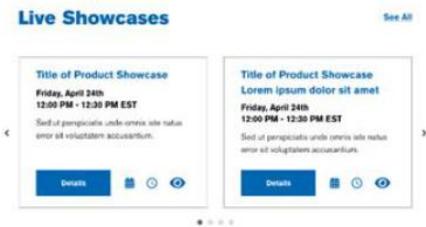




## Do It Yourself Marketing

- ▶ **Landing Page Marketing Example**
- ✓ Clean colorful design
- ✓ Clear brand identity
- ✓ Calls to action
- ✓ Not too long
- ✓ Takes to landing page with call to actions
- **Request demo**
- **Sessions with calendaring**
- **Live chatbot**

6. Promote your live CoLabs & Lightning Talks!!
7. **PRO TIP:** Review educational sessions being held. Identify sessions relating to your products/services. Promote those sessions and suggest they visit your Virtual Partner Page after viewing the session.
8. Offer an approved reward/contest for participating in CoLabs and/or Lightning Talks.
9. Consider offering a higher level reward for scheduling and completing scheduled meetings.



## Leverage ASHG Marketing Opportunities

### Advertising in Online Planner & Ad Retargeting

Presented by TriStar Event Media

- Capitalize on our online/mobile planner, where attendees will see your ads as they go through the agenda and build their personalized schedule
- Order push notifications timed to your sessions
- Enhanced Partner listings available

#### Online Planner and Mobile App

**NEW AD SERVER INTEGRATION**  
will deliver **THOUSANDS** of impressions to your **target audience**

**DEADLINES**  
September 10  
September 17

Ad space/payment  
Ad materials due

Purchase directly through TriStar Event Media  
Contact Melanie Holt at [mholt@tristarpub.com](mailto:mholt@tristarpub.com)

[See TriStar's ASHG 2021 Rate Card Here](#)

## **Leverage ASHG Marketing Opportunities**

### Advertising in ASHG Emails & Web Ads

Visit our [A2Z Sponsorship Gallery](#) for purchasing:

- Banner ads in our weekly member newsletter The SNP (subject to availability)
- Exclusive single-ad emails to all meeting registrants with important updates and announcements (i.e. Know Before You Go, platform login instructions, Forum sessions, etc.)

### Freeman Virtual Assistant Chatbot

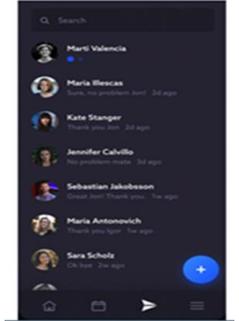
- Exclusive virtual support sponsorship makes your logo and link available meeting wide!
- Chatbot provides 24x7 support for attendees
- Located on meeting homepage and as a button throughout the platform



## Prepare Your Virtual Partner Page Staff

### Staff Prep Practices

1. Have ALL staff log into the platform prior to live event to familiarize with Virtual Partner Page functions. Schedule pre-event staff platform training.
2. For multiple solutions, determine key contact for each - emphasize in staff listing.
3. Determine who and how to handle various visitor types:
  - Research vs Clinical
  - Students & Faculty Staff
  - Competitors
  - Dealers & Distributors
  - International Visitors
  - Press



### Staff Prep Interaction Practices

1. Assign one person as Virtual Partner Page host – feature in staff directory.
2. Develop and provide staff with list of seek to understand questions for chats and meetings.
3. Partners will have Networking features within OEP for text chats, 1:1 test/video meetings, and 1:many video meetings.
4. When doing video meetings:
  - Don't expect a lot of video chats/meetings with \_\_\_\_\_ contacts.
  - Make sure staff looks and dresses the part
  - Consider background, lighting, test audio, hard-wired internet connection
  - Ask participants for a phone number... in case internet drops.
5. For scheduled meetings, prepare an agenda and share with participants in advance, when possible.

### Understanding Partner Page Group Chat Function

1. Group chat on LT CLS
2. Chat is open view – anyone can view it
  - You may want to chat with highly-engaged visitors 1:1
3. Title area tells number of staff in Live Group Chat
4. **PRO TIP:** Assign a moderator to the Live Group Chat
5. Conversation area displays messages posted
  - Shows name and initial of who, date and time
6. If you see an inappropriate chat message and want it removed, contact ASHG.

## **Prepare Your Virtual Partner Page Staff**

### Staff Product Knowledge Preparation

1. Determine featured products and services.
  2. Determine top 3 features and benefits for each.
  3. Define at least one differentiated feature & benefit.
  4. Define customer \_\_\_\_\_ each feature and benefit addresses.
  5. Develop open-ended questions to get customers to voice need BEFORE presenting feature and benefits!
  6. Make sure ALL staff are trained to ask need based questions and effectively present product information in a consistent, concise and persuasive manner.
- **PRO TIP:** Develop a FAQ list about company and featured solutions and SCRIPT your best answers.

### Virtual Attendee Engagement

1. At beginning of each day, reach out to visitors to Chat, invite to CoLabs and/or Lightning Talks.
  - Silver tier Partners and above access Quant dashboard, with data refreshed every hour. Data on their Lightning Talk/CoLab session attendance is updated roughly every 4 hours.
  - Bronze Partners will be sent their data after the meeting.
2. Be sure your Partner Page is monitored during ALL open event hours.
3. Be selective about who you reach out to – don't spam everyone!
4. Respect visitors' time and knowledge.
5. Don't interrupt attendees during educational sessions.
6. Quickly identify and briefly meet their information needs.
7. \_\_\_\_\_ on a specific next action.
8. Follow-up quickly with qualified visitors.

## How to Capture Leads

- Various ways leads are captured:
  - ✓ Visits to your Partner Page
  - ✓ Chats in Partner Page chat box
  - ✓ Uses Drop a Business Card link
  - ✓ Downloads content
  - ✓ Watches video
  - ✓ Attends Lighting Talk or CoLab session
- **PRO TIP:** Be sure to check into your Quant Dashboard frequently after live event for up to 90 days – it captures all Partner Page leads.

## Following Up With Leads

- Import visitors into your CRM quickly
  - Source or tag them as ASHG Virtual Partner
  - Enter activity in contact record of existing contacts
  - Manage 1 to 1 follow-up through your CRM
- Define various follow-up actions.
- Develop follow-up plan in advance.
- Ask visitors “How would you like us to follow-up with you?”
- Follow-up fast – do what you say you will do!
- Deliver value on each touch point.
- **PRO TIP:** Don't stop short – it takes average of \_\_\_\_\_ touches to convert a lead.

### ▶ Measuring Performance & Value

**Report Includes:**

1. Unique Users
2. Total Interactions
3. Total Downloads
4. Video Views
5. Drop a Business Card
6. Company Website Clicks
7. What button/url visitors clicked on

**Analysis Metrics & Analysis**

1. Number Chats/Analysis: Who, What Discussed
2. Number Video Meetings/Analysis: Who, Outcome
3. Total event investment divided by:
  - Unique Interactions
  - Leads
4. Potential Revenue Value of Leads
5. Leads Converted to Sales Over Time
6. Traceable Revenue to Total Event Investment

## Next Virtual Exhibiting Training Session

- Mark Your Calendar!
  - Networking & Quant Training with FREEMAN  
Tuesday, October 5, 2021 12:00 – 1:00 pm Eastern

What are the three most important ideas you learned and will apply to improve your virtual exhibit program?

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### About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge  
The Tradeshow Productivity Expert <sup>tm</sup>**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the  
Tradeshow Turnaround philosophy and practices.  
Call 800-700-6174 in the US or 704-814-7355 and visit [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**