



*Present*

# How to Maintain Visibility & Optimize Your ASHG Virtual Partner Page

## **Participant Learning Objectives:**

- Why Continuing to Market/Educate is Critical.
- 7 Advantages & Benefits of a Virtual Event.
- How Virtual Events Differ From Face-to-Face Events.
- The Virtual Exhibit Marketing Process.
- What Makes ASHG's NEW Virtual Platform Even Better.
- Understand the Attendee Virtual Journey.
- Overview of Your Virtual Partner Page Functionality.
- Provide Practical Strategies and Ideas to Take Full Advantage of the Many Capabilities.
- 12 Step Planning Process for Designing High-Impact Sessions and Demos.

## Why Continuing to Market/Educate is Critical

1. You still have a business to run, customers to serve, marketing and sales goals to achieve.
2. In the business world... out of sight, really is out of mind.
3. Some marketing & sales channels are not working as well right now... i.e. email and in-person sales calls.
4. Your customers and prospects have new \_\_\_\_\_ and new challenges as a result of the pandemic.
5. People's minds are wide open right now!
6. A virtual partner page helps your brand stay visible, promote your products and services, educate and serve customers, generate leads and ultimately sales.

## 7 Advantage & Benefits of a Virtual Event

1. NO TRAVEL: Saves everyone time and money!
2. COSTS LESS = EASY ROI: No air, hotel, ground transportation, freight, shipping, I&D, show services, etc.
3. EXPANDED MARKET REACH: Accessible to a larger audience.
4. LONGER EXPOSURE: Event live 5 days – accessible for 90 days afterwards.
5. LEVEL PLAYING FIELD: Booth size no longer matters!
6. DIGITAL FOOTPRINT: Access to more visitor behavioral data.
7. STILL ADDRESSES three big reasons people attend live events:
  1. LEARN
  2. NETWORK
  3. \_\_\_\_\_ (leads to sales)

## How Virtual Events Differ from Face-to-Face Events

- Don't have as much **control** over how much time attendee spends on virtual event.
- **Distraction** level working on computer and possibly at home is amplified.
- Virtual attendees do not walk exhibit aisles and fall into booths at random!
- **Content** marketing, **calendar**ing and **rich** media are critical.
- **PRO TIP:** If you have multiple solutions, do NOT try to promote them all!
  - ✓ Lead with \_\_\_\_\_!
  - ✓ Feature HOT, Trending or Top of Mind Products/Services
  - ✓ Reinforce Pillar Products/Services

## ▶ Introducing the Virtual Exhibit Marketing Process

### Virtual Exhibit Marketing Process



Virtual Exhibit Marketing Process is a framework that outlines the STRATEGIC steps an exhibitor must take to execute an effective exhibit program that achieves specific goals and delivers measurable value beyond cost.



### What Make ASHG's NEW Virtual Platform Even Better

- ✓ Everything now contained within the platform as much as possible.
- ✓ Everything on the schedule - more opportunities for your content to be seen by attendees.
- ✓ New Advertising opportunities available.
- ✓ Partners searchable by name, partnership level, categories, location, etc.
  - Search specific content will be imported from A2Z - Update your A2Z company profile!

## ▶ Understand the Attendee Virtual Journey



1. Pre-registered attendees receive email with log in credentials.
2. They *find and engage* Sponsors by
  - ✓ Click Industry Solutions on top navigation bar
  - ✓ Click Industry Solutions tile
  - ✓ Click Lightning Talks & CoLabs under Industry Solutions



## ► Overview of Your Virtual Partner Page Functionality

1. Partner Hero Banner
2. Partner Logo & Social Links
3. Partner Description & Website
4. Documents
5. Schedule a Meeting
6. Drop a Business Card
7. Live Showcases
8. Partner Page Group Chat
9. Company Video

<https://freemancare.freshdesk.com/support/solutions/articles/67000040448-contents-of-the-exhibitor-detail-page>

## ► Optimize Your Hero Banner



- **First thing they see on top of page on entry!**
- Can be a JPG, PNG or GIF (300mb max)
- **PRO TIP: Consider using an animated GIF to provide motion!**
- Be sure to communicate your Value Proposition
  - What big problem do you solve?
  - What opportunity can you help them seize?
  - What will they learn by engage with your page?





## ► Optimize Your Company Description

1. 5,000 character limit – **but don't make it too long!**
2. **PRO TIP:** You must write this **differently** than you would for a live exhibition.
  - Primary goal is to prompt visitors to want to immediately learn more about your offerings and **engage** with content, connect with your representatives and/or Drop a Business Card.
  - Think about what PROBLEMS your customers might be experiencing.
  - Think about what your target customers may want to LEARN about right now.
3. Start your company description with a strong **QUESTION** based hook.
  - Problem to solve?
  - Opportunity to seize?
  - Something to learn?
  - NEW?
4. Be sure to mention any **Show Specials, Giveaways or Contests**.
  - (searchable filter helps attendee find it)
5. End with a clear **Call To Action**.

**Anyfest**

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## ► Optimize Your Company Description



### BEFORE

ExtraHop provides cloud-native network detection and response for the hybrid enterprise. Our breakthrough approach analyzes all network interactions and applies cloud-scale machine learning for complete visibility, real-time detection, and guided investigation. With this approach, we help the world's leading enterprises rise above the noise of alerts, organizational silos, and runaway technology. Whether you're investigating threats, ensuring the availability of critical applications, or securing your investment in cloud, ExtraHop helps you protect and accelerate your business.

### AFTER

#### ***How secure is your data in the cloud right now?***

ExtraHop provides cloud-native network detection and response for the hybrid enterprise that helps you protect and accelerate your business, minimize threats, and save money.

How? Because our breakthrough approaches, cloud-scale machine learning, and real-time detection are what other leading enterprises are doing to rise above the noise of alerts, break down organizational silos, and eliminate runaway technology.

**Watch our informative videos, chat or schedule a meeting with our experts to learn more now.**

## ▶ Optimize Your Videos



- **Second dominant visual element they will see!**
- YouTube or Vimeo links can be embedded. When selected, plays “IN” page.
- Up to 5 videos based on package, up to 10 minutes each.
  - Bronze 1 - Silver 2 - Gold 3 - Platinum 5
- Video topics could include:
  - ✓ Hook-Story-Close video to drive through page content
  - ✓ Educational topics
  - ✓ Brief company overview
  - ✓ Product/service sizzle reels
  - ✓ Customer centric case study
  - ✓ Product demos
  - ✓ Meet our team
  - ✓ Facility tour

## Optimize Your Videos

Video Best Practices:

1. Keep it short: 3 to 7 minutes – video length visible, if possible.
2. Create and feature a compelling \_\_\_\_\_ - it should make the visitor want to view videos!
3. Use sub-titles and captions in videos.
4. Include people in videos... people are people watchers!
5. Always include a call to action at the end of each video telling what you want the viewer to do, verbally and\_\_\_\_\_.
6. PRO TIP: Use the Hook/Story/Close model to script videos.

## ▶ Register & Schedule Staff



1. Staff **must be registered!**
2. Feature Product Managers - Technical Experts - *and promote they will be accessible during event!*
3. Make sure staff are **scheduled** and **monitoring** your page during open event hours.
  - 10/18-21 from 10:30 to 7:00 PM Eastern
  - 10/22 from 10:30 to 5:00 PM Eastern
4. Consider adding hours your staff are online and available in your company description.
  - **PRO TIP:** *Consider having a set time during Open Hours to allow visitors engage with your senior executives.*



## ► Upload the Best Documents



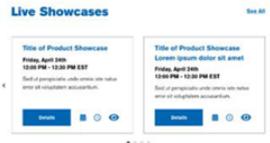
1. Can have up to 7 Documents based package.
  - Bronze 2 - Silver 3 - Gold 5 - Platinum 7
2. Files should be pdfs to avoid unauthorized modification.
3. Determine what documents are **confidential** and encourage personal interaction to gain access.
4. **PRO TIP: Organize documents in natural consumption flow.**
5. Types of Documents to consider uploading:
  - ✓ product/service brochures
  - ✓ case studies
  - ✓ white papers
  - ✓ useful checklists
  - ✓ press/news releases
  - ✓ article reprints
  - ✓ awards and recognition
  - ✓ client list and/or testimonials – *if appropriate*

### Upload the Best Documents

#### Two Important Documents

1. Create a quick-read one page overview that concisely presents:
  - ✓ Who you are and who you serve
  - ✓ What your core products and services are
  - ✓ What your value proposition to your market is
  - ✓ What makes your company and your products/services \_\_\_\_\_ and better than your competition
  - ✓ How to engage with your virtual staff & contact you
2. Create a checklist of primary evaluation criteria and key questions a customer should ask when evaluating your type of product/service:
  - ✓ Make it three columns
  - ✓ Fill in the answers for your offering in first column
  - ✓ Leave other two blank - most buyers shortlist to three potential vendors

## ▶ Optimize Your Live CoLabs & Lightning Talks



1. All events will appear in ASHG schedule.
  - *Only 2 concurrent CoLabs & 2 Lightning Talks per timeslot.*
2. CoLab length is 30 minutes.
3. Lightning Talks are 15 minutes.
4. You can purchase additional on-demand CoLab videos.
5. **PRO TIP:** *Encourage attendees to schedule a virtual meeting via the networking function after the event.*

## 12 Step Planning Process for Designing High-Impact Sessions & Video Demos

1. Determine which solution(s) would be most valuable to demo.
2. Define target customer for solution.
3. Define customer application(s) for solution.
4. Define specific customer \_\_\_\_\_ that create interest or need for solution.
5. Identify top 3 features/benefits and what need each addresses.
6. Identify at least one differentiated feature/benefit and what need it addresses.
7. Create a benefit-focused \_\_\_\_\_ for your demo.
8. Open demo with a clear description of problem(s) customer is facing.
9. Describe what they gain, save or avoid by addressing the problem(s).
10. Demonstrate top 3 features and benefits in action emphasizing differentiated feature and benefit.
11. Use captions to visually support key messaging.
12. Close with a clear call to action telling the viewer what you want them to do next.

## Next Virtual Exhibiting Training Sessions

### Mark Your Calendar!

Driving Traffic & Engaging Visitors on Your ASHG Virtual Partner Page

Thursday, September 23, 2021 2:00 – 3:00 pm Eastern

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 partner page?

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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)