

10 Tips to turn your next virtual trade show into sales

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1. Check out visitors to your booth before you engage them in chat. If you don't know them, read their Li profile and find out other information so you can have a meaningful conversation.
2. Set up a zoom room where they can go to have a zoom call right then to talk about the future.
3. Set up a process to deliver samples to ensure everyone who should get them, does get them.
4. Develop virtual specific content to appeal to prospective buyers with 5 benefits your product(s) will deliver to them.
5. Create a video with your facility in it and perhaps employees, with the purpose being to build confidence in you ability to execute.
6. Send Li connections to all booth visitors if you are not already connected to them.
7. Collect email addresses and permission to send email of booth visitors and people you interact with and set up a 3 email campaign to introduce them to your products.
8. Work with the virtual trade show platform well in advance. Many are different and you need to know how to navigate the platform.
9. Record a welcome video that addresses their challenges and explains what you do in 3 minutes or less.
10. Create content booth visitors can download with all of your contact information on every pdf.