

LOGIT.

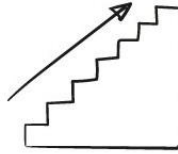
How You Can Get
More Customers From
B2B Trade Shows
With Digital Marketing



Trade Shows: Highest Cost Per Customer



92% of trade show attendees say they are looking for new products



Trade shows are among the **best** channels for generating large numbers of **high-quality leads**



Nearly **40%** of B2B marketers' budgets in 2011 were spent on trade shows



81% of trade show attendees have buying authority.

All of this is great, but here's the catch!



Trade shows have the **highest cost** per lead.

Some costs are unavoidable:

- trade show booth costs
- travel & accommodation costs
- daily expenses per employee
- sales literature costs
- time spent away from the workplace

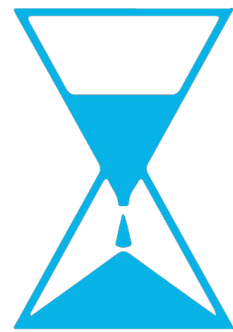
Source of data: <https://www.logit.hr/blog/trade-show-improve-website/>

Exhibitors Must Solve These Challenges to Make the Trade Show Profitable



It's difficult to stand out from hundreds of other exhibitors

You can dedicate very little time to every person who stops by your booth



Impossible to personally talk to every trade show attendee

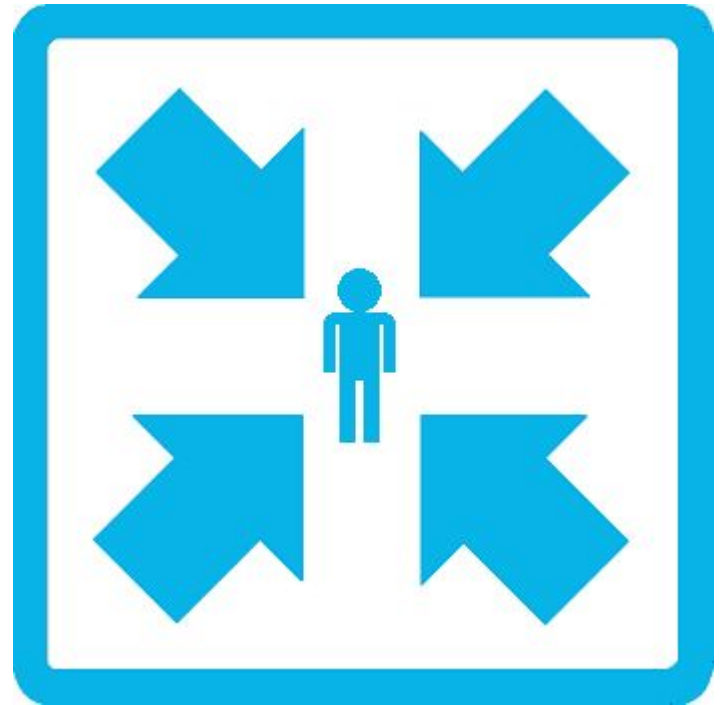
Most trade show attendees are not ready to buy now



How can you protect your investment in a trade show and get as many new customers as possible?

Solution: Digital Marketing That Amplifies Your Sales Efforts After the Trade Show

Logit has created a special digital marketing service called “Trade Show Remarketing” which helps you reach and influence your future customers in the weeks and months after the trade show is over.



The Trade Show Remarketing Benefits

- reduced sales costs and shorter sales cycles because more attendees will contact you
- you'll close better deals because attendees will remember you when you contact them (you won't be a stranger to them)
- in time, you'll close more deals because you'll build more relationships than is possible to build during a live event

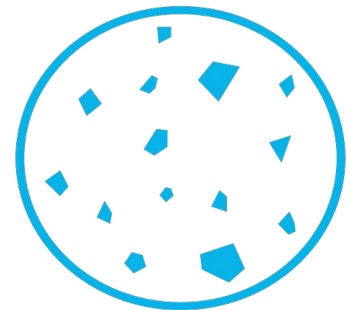
How Trade Show Remarketing Works

1.



You motivate trade show attendees to [visit your website](#) (e.g. to download sales literature or to sign up for your newsletter).

2.



When they first visit, a [special code](#) (a “cookie”) will be placed on their computer to enable your ad campaign. This is an automated process, your website visitors won’t notice it and won’t have to perform any action.

We'll Make the Effects of Your Trade Show Exhibition **Last Longer**

3.

When the trade show starts, your ad campaign starts. Everyone who visited your website will **start seeing your brand ads** online, i.e. when they're on Facebook or reading a daily newspaper such as [Frankfurter Allgemeine Zeitung](#) or some other newspaper (if your campaign targets Germany).

The screenshot shows a mobile view of the Frankfurter Allgemeine Zeitung website. The article is about drone regulations in the USA, with a headline: "Drohne trifft, 'twitterte die Behörde.'" The author is Roland Lindner. A search bar at the top right contains the text "Name, ISIN oder WKN eingeben". A large blue arrow points from the text above to this search bar. Below the search bar, an advertisement is displayed with the text "YOUR AD HERE" and a green "Call to action" button. Below the ad, a tweet from "Die Redaktion twittert" is visible, mentioning Peter Glaser and a link to a tweet about footpaths.

Results of Your Ad Campaign:

4.



- a. some people will click your ads and **contact you on their own** (saving you the time and the effort needed to contact them)
- b. other people won't contact you first, but will **respond positively to your emails and phone calls** because the ads made them **remember you and trust** your company

5.



From now on, because this ad campaign increased your brand awareness and **exposed future customers to your offers** for a longer period of time, all marketing and sales efforts you make will have **more impact** and better results.

It's Easy to **Make Use** of This Service

You don't have to change much. Proceed with your usual marketing and sales activities and also **do the following** before, during, and after the trade show:



1. Before

Upload your sales literature to your website and make it easy to find and download. Display your website address in your booth.



2. During

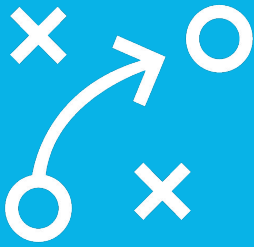
Collect emails from the attendees who visited your booth and who your employees talked to. **Promote** your website **BIG**.



3. After

Email the attendees. The email should contain a link to your website: motivate people to click it. Keep contacting the sales leads.

The 3-Step **Process**: Logit Does Everything



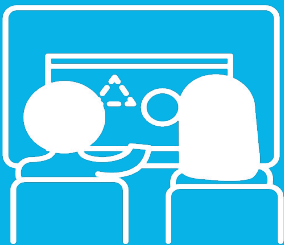
1. Strategy

- we **consult** with you to make sure that your business goals are aligned with the **Trade Show Remarketing** service
- we help you **choose** the right plan and the best **campaign parameters**: languages, countries, ad messages
- we create a written **campaign plan**
- we **guide** and **consult** you



2. Setup

- we properly **configure** Google Analytics
- we write, design, translate the **ads**
- we **oversee** the technical implementation of Google & Facebook codes (your web agency needs to copy these codes to your website just once)
- we **guide** and **consult** you



3. Run

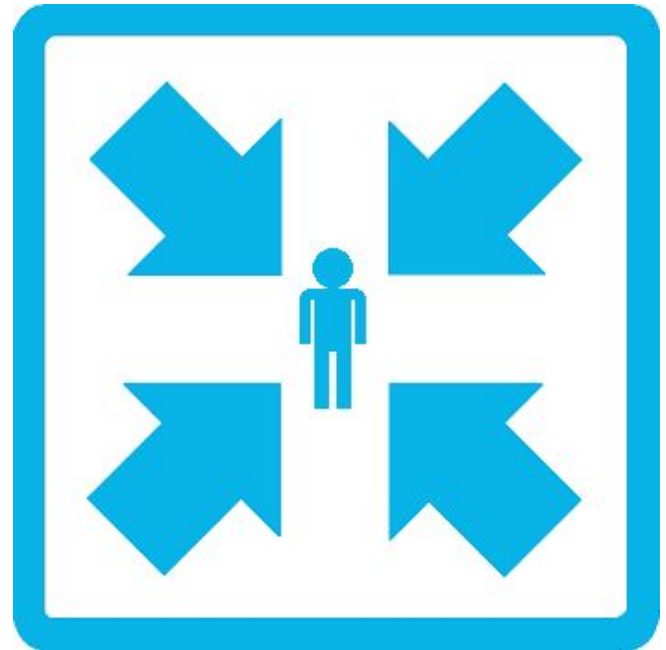
- we **place** your ads on Google Display Network and Facebook
- we **manage** and regularly **improve** the campaign so that it gets more views, clicks, registered subscribers, inquiries
- we **update** you with campaign results (at least one report monthly)
- we **guide** and **consult** you

Trade Show Remarketing **Service Plans**

Starter Plan

2000 €

- 1 language: EN or DE
- 1 month run*
- includes: 500 €
Google, Facebook ad
budget



This Plan Is Great For:

- getting results **fast**
- **gathering important data** for more important digital campaigns in the future
- creating **quality digital marketing foundations** which you can use in the future

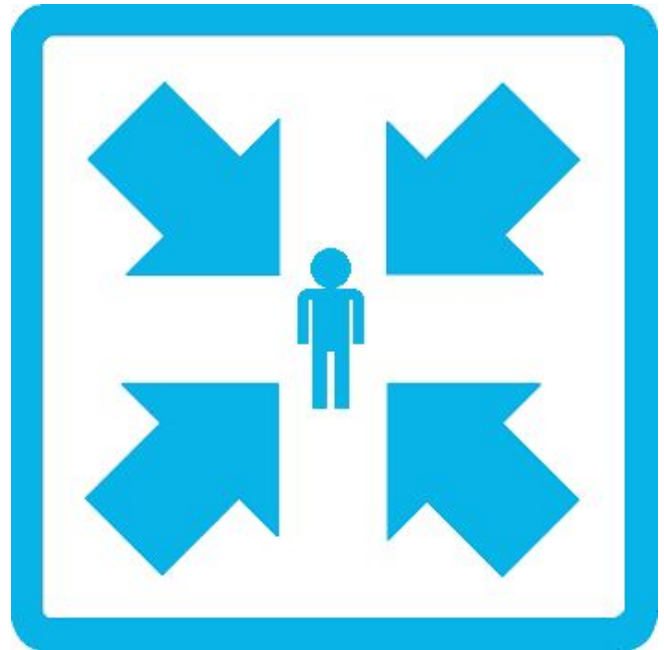
* 1 month minimum, or until the entire advertising budget is spent

Trade Show Remarketing **Service Plans**

Standard Plan

4500 €

- 2 languages: EN + DE
- 2 months run*
- includes: 2000 €
Google, Facebook ad
budget



This Plan Is Great If:

- the trade show you're exhibiting at is **very important** for your business and you want to get the maximum results
- your sales team will be **continuously contacting prospects** after the trade show
- you're planning for **continuous, long-term results**

* 2 months minimum, or until the entire advertising budget is spent

Featured Client Projects

AluK Tim d.o.o. Croatia



We manage the entire digital marketing for AluK, the Croatian representative of a well-known Italian manufacturer of systems for aluminum doors, windows, and curtain walls:

- we created AluK's digital marketing strategy
- we architected and developed their website www.aluk.hr
- we run monthly marketing activities such as Google AdWords, email marketing and content marketing
- we're always one phone call away for instant help and advice

"After launching digital marketing campaigns and our new website, it didn't take long before we started getting inquiries and closing sales. We didn't expect such good results."

Mrs. Monika Hrvatin, Director of Marketing and Sales, AluK

Intelligent Technologies And Design d.o.o. Croatia



We created ITD's marketing literature required for a design & engineering trade show in the USA:

- we developed a mobile-responsive website www.itd.systems
- we created their digital marketing strategy
- we wrote the entire content needed for the marketing literature
- our team created the print brochure and designed a presentation for the trade show
- we organized their email marketing

"The brochure and the presentation you made for us raised our awareness about our own success and empowered us with increased self-confidence in our work. At the trade show we achieved what we came for: we demonstrated our unique advantages, made positive impressions on the people we talked to, and returned home with new business opportunities."

Goran Tesic, project manager at ITD

About Logit

Logit internet services Ltd. (www.logit.hr) is a digital marketing consultancy helping B2B companies get new international customers online. We do that by providing three main types of services:

1. **B2B Website Improvement Reports** (www.logit.hr/services/reports/) - we analyze websites and write reports about improving sales and marketing capabilities of websites.
2. **Consulting** (www.logit.hr/services/consulting/) - we solve specific marketing issues, help marketing managers make important decisions fast, and provide continuous guidance to marketing teams.
3. **Complete Digital Marketing Management** (www.logit.hr/services/complete-digital-marketing-management/) - we create digital marketing strategies, develop websites, and run digital campaigns using content, social, email, and search.

Our story begins in 2002 when we founded Logit as a small web studio in Zagreb, Croatia. We've spent our first decade working as a well-known Croatian website development agency. The agency experience taught us most of what we know about web design, software development, and online marketing today.

In our agency career, we've **launched hundreds of websites** and web shops for clients in different industries. We noticed that it's the experienced B2B companies that need the most help with turning their websites into efficient marketing and sales tools.

We figured out that the time has come to specialize in advanced digital marketing services. In 2015, we've decided to **focus on B2B companies** and offer our services on the **international market**.



Logit Team



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Senior Digital Marketer



Sasha Matijasic
Senior Software
Developer



Marko Radelic
Senior Digital Marketer



Daniel Maratovic
Senior Digital
Marketer



Hrvoje Krpan
Junior Digital Marketer



Monika Kucic
Junior Digital
Marketer



Ivan Jurisic
Junior Software Developer



This Needs to Be Configured
Before the Trade Show Starts.
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