

Defining Your Target Visitor & Potential Audience





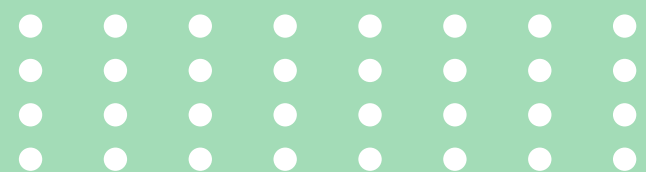
- **Purpose**
- **Essential Learning Components (ELCs)**

Purpose:

Develop a process for clearly defining who you want to attract and interact with at a **Defining Your Target Visitor & Potential Audience** tradeshow; and determining how many people in the show audience represent your potential audience.

Essential Learning Components:

1. Important insights on targeting visitors and understanding potential audience.
2. Five keys to targeting success.
3. Why and how to analyze your best customers.
4. How to analyze accessible information from show organizers.
5. How to acquire additional information.
6. How to quantify your potential audience and set an exhibit interaction goal.



Insights on Target Visitors & Potential Audience

1. Tradeshows are a highly-targeted marketing channel.
2. Not everyone attending the show is your target visitor!
3. Most exhibitors do not invest enough time in this activity.
4. It is critically important to your success to clearly define your target visitor within the overall show audience.
5. It's also important to understand the size of your potential audience to determine how much you should invest and how effective you are in reaching your audience.



5 Keys to Targeting Success



1. Your success at any tradeshow will come down to your ability to clearly define, attract and interact with enough of the right people during the show.
2. *Success leaves clues!* Start internally by analyzing your best customers and creating a profile of what they have in common.
3. Use tradeshow to “clone your best customers” as a fast-track strategy to grow your business.
4. You must know how to use accessible data show organizers provide.
5. When accessible data provided is not enough, you must know how to ask for and get more information from the show producer.

How to Analyze Your Best Customers

1. Use the Pareto Principle: In most businesses, 80% of revenue comes from 20% of customers.
2. Who are your top 20%? Review your customer list and identify them.
3. Review each customer and document:
 - a. What markets and segments are they in?
 - b. What type of company are they?
 - c. Who within the company by job function or title influenced or made the buying decision?
 - d. Where are they located geographically?
 - e. What is their age?
 - f. What is their gender?

ADDITIONAL INFO TO CONSIDER

- *What is their annual revenue?*
- *How many employees?*
- *How/where did you find them?*
- *How long have they been your customer?*
- *Do you know why they bought from you versus your competition?*

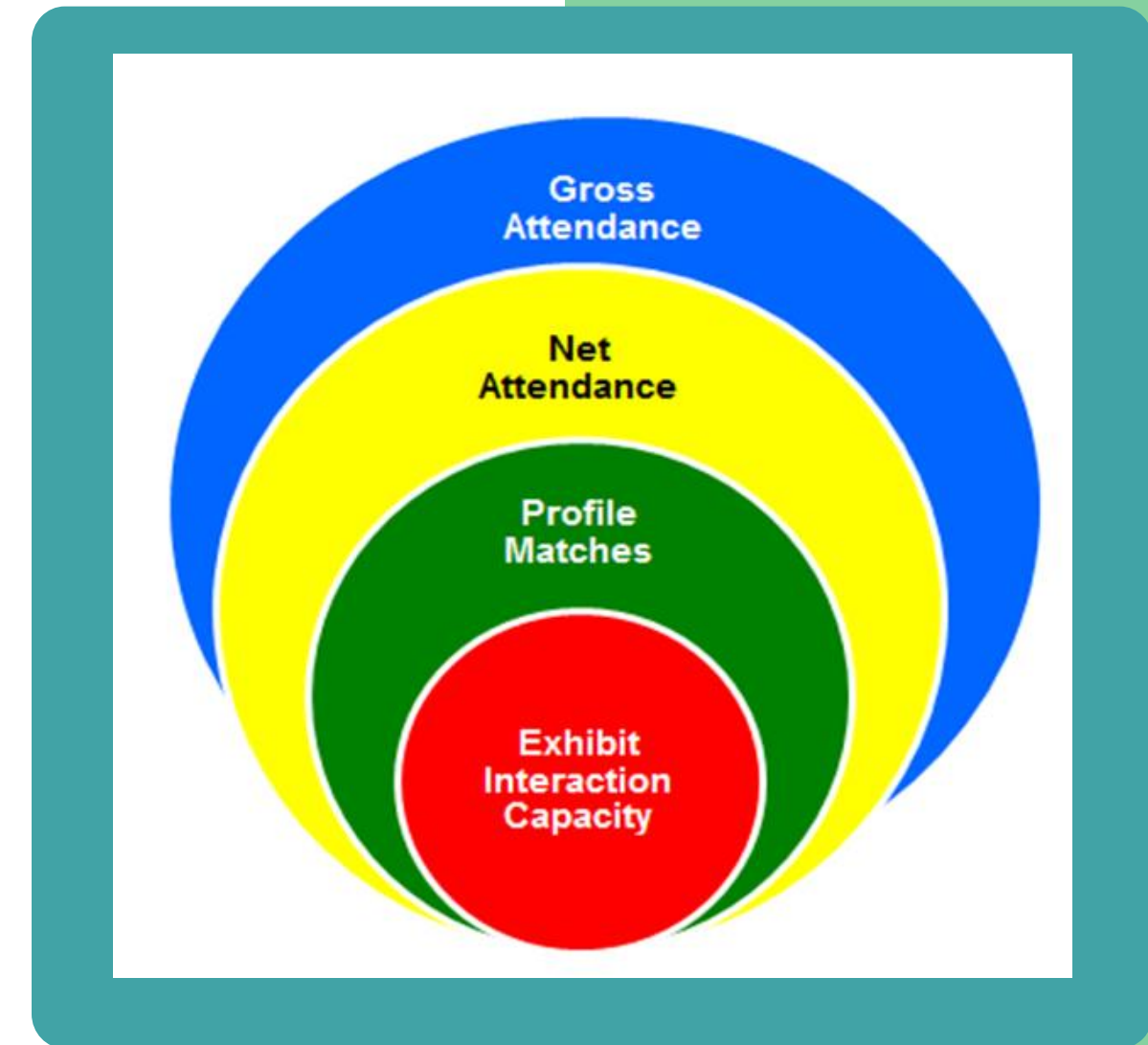
How to Acquire Additional Information

1. Determine who in the show organization may be able to give you the information.
2. Use “higher authority” tactic to create urgency.
3. Tell them you are re-evaluating your investment in the show and may be willing to spend more, but you need their help.
4. Ask for the specific information you need:
 - a. *Has attendee data been audited by an independent third-party?*
 - b. *Some shows may want to charge you for accessing additional information. If so, try to negotiate the cost. You may be able to have it included with a sponsorship or a multiple booth space contract.*



How to Quantify Your Potential Audience

1. Understand how show organizers report and segment attendees:
 - a. total or gross attendance
 - b. net attendance
 - c. conference attendance
 - d. exhibit only attendees
 - e. attendee demographics
 - f. guests and spouses
 - g. students
 - h. exhibit personnel
2. Determine which numbers and attendee types are most important to you.



How to Quantify Your Potential Audience

3. Review attendee data provided and identify which types of attendees align with your business.
4. Deduct all non-targets from total attendance count to determine your Potential Audience.
5. Consider other factors that may impact how many of your Potential Audience you can reach, including:
 - Your company's market share
 - Your market presence/visibility
 - Number of direct competitors exhibiting

Attendee Demographics Commonly Available:

1. Type of company, business or practice
2. Job functions and titles
3. Geographical location

How to Quantify Your Potential Audience

6. Use Exhibition Industry Audience Interest Factor (AIF) benchmark of 14% to calculate how many members of your Potential Audience may have interest in your product category.
7. The Potential Audience number should be your goal for interactions during the show.
 - *Make sure you have enough capacity to interact with this many attendees by completing the goal setting exercise in the **Defining Exhibiting Goals and Outcomes** module.*

POTENTIAL AUDIENCE FORMULA

Total Attendance	15,000
- Non targets	<u>10,000</u>
= Potential Audience	5,000
x AIF 14% Benchmark	<u>.14</u>
Potential Audience	700

Target Visitor & Potential Audience Calculator



Top 20 Customer Analysis

Enter your top 20 customers and answer as many questions as you can to develop your Target Visitor profile.

Potential Audience Calculator

Capture as much data from the show organizer as you can and run the formula to quantify the size of your potential audience within the overall show audience.

- ✓ Make sure you have enough staff and space to interact with them.
- ✓ Do a highly-targeted multi-channel pre-show marketing campaign giving them a strong reason to meet with you at the show.

Top 4 Target Visitor & Potential Audience Pitfalls

01. Assuming there will be enough of the right attendees.
02. Relying on total or gross show attendance numbers.
03. Not carefully analyzing your top customers.
04. Not investing the time to go “inside the numbers” to quantify your Potential Audience.

5 Big Action Items

1. Make a list of all booked and potential shows on your calendar.
2. In date order, put a block of time on your calendar to do audience analysis, ideally before committing to exhibit space.
3. Visit each show website to determine what information is readily accessible on the webpage and in the exhibitor prospectus.
4. Engage each show organizer to get as much information as you need to make a well-informed decision.
5. Use the downloadable worksheet to define your Target Visitor and calculate your Potential Audience in each event.



Got Questions?

Email:

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Congratulations!!!

You've Completed
Defining Your Target Visitor
& Potential Audience

Which Course is Next???

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