



Integrated Marketing Strategy Elements:

Website & Digital

- Publish Event Landing Page
- Create Online Promotional Collateral
- Publish Product Launch Content

Email Marketing

- Pre-event Invitations
- Customer & Prospect communications
- Event Reminders and Follow-up

Social Media

- Paid and Organic Promotion
- Event Countdown Posts & Ads
- Product Announcements

Public Relations

- Press Releases
- Media Outreach
- Industry Publications

Sales Enablement

- Salesforce Campaign Support
- Pre-show Prospect Outreach
- Messaging and Floor Engagement

Partnership Marketing

- Strategic Partner Promotion
- Co-marketing Opportunities
- Joint Announcements

Cross-Functional Collaboration

- Executive Leadership
- Product Management
- Sales Management
- Strategic Partners

Campaign Success Measures

- Increased qualified booth traffic.
- Delivered successful product launch.
- Expanded customer engagement before, during, and after the event.
- Generated new sales opportunities for follow-up.

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