



Integrated Marketing Strategy

How an Integrated Marketing Campaign Works

The Objectives

Promote a tradeshow by creating awareness, engaging target audiences ***before, during and after the event***, strengthening customer engagement, and generating qualified sales opportunities.

The Strategy

An effective marketing campaign is not a collection of separate activities. It is a coordinated strategy designed to connect the right audiences with a consistent message across multiple touchpoints.

Before the Event — Build Awareness & Drive Engagement

- Event landing page and promotional content
 - Targeted prospect and customer outreach
 - Email invitations and reminders
- Paid and organic social media promotion
- Partner promotion and co-marketing activities
- Media and industry outreach - *Print, Press Release, Internet, Radio*

During the Event — Create Engagement

- Partner promotion and co-marketing activities
- Consistent messaging, content, and imagery across social media
- Sales and product messaging support across the website and online channels
- Executive meeting, speech and workshop support
- Real-time social media promotional activity



After the Event — Extend Engagement & Create Opportunities

- Customer and prospect follow-up & thank you communications
- Product and event-related success stories
- Partner communications and success stories
- Sales follow-up and opportunity development

Business Outcomes

- Increased qualified audience engagement
- Supported a successful product launch or -relaunch
- Extended customer engagement *before, during, and after the event*
- Generated sales opportunities for sales follow-up
- Supported brand development and awareness

Integrated marketing works when every activity, for every key channel, has a purpose — and every touchpoint works together to move the audience from ***awareness to engagement to opportunity.***