



Tip 4: Use Social Media To Reach Out To Customers

Social Media plays a key role in letting customers, clients and prospects know that you are exhibiting at [ADX20 Sydney](#). It is important to consider the following stages when planning and coordinating Social Media into your exhibiting plans:

Pre-Event

- Footers, flyers and Facebook tiles - take advantage of the ones we have sent you to promote your exhibition booth
- Invite your Social Media followers to your exhibition booth by using the relevant social networks
- Call outs on your Social Media can include booking in meetings at the exhibition in advance

At The Event

- Keep promoting - Continue to let attendees know where they can find your booth and what value adds (demos, giveaways, Show specials, experiences etc) you have
- Take advantage of Social Media and run a competition exclusive to *ADX20 Sydney* attendees
- Go Live - Post live footage of your exhibit at *ADX20 Sydney* to create some "FOMO"

Post The Event

- Once *ADX20 Sydney* is over, keep sharing your business with photos on Social Media so your visitors don't forget you
- Include #ADX20Sydney with your own hashtags so that your Social Media posts can be linked and remain consistent
- Organise a networking event once *ADX20 Sydney* is over by inviting those who visited your booth. This is a great way to create post-event engagement