AGHA

EVENTS

DRIVE BUYERS TO YOUR STAND!

Organised by
AUSTRALIAN
Gift & Homewares
ASSOCIATION

EXHIBITOR PROMOTIONAL TOOLKIT & MARKETING TIPS

YOUR MARKETING ESSENTIALS TO PROMOTE YOUR PRESENCE AT OUR AGHA EVENTS

The AGHA invests a lot towards marketing AGHA events, like AGHA Gift + Home Expo and AGHA Melbourne Gift Fair. As an exhibitor, it is important for you to promote your presence to encourage buyers directly to your stand.

WHAT'S INCLUDED:

- **Social Media Marketing Plan (see pages 4, 6, 7 and 8)**
- **LinkedIn Tips (see page 5)**
- **Social Post (and supplementary Social Story) Images**
- **Email Marketing Strategy (see pages 9-11)**
- **Email Signatures**
- **Website Banners**
- **AGHA Event Logos**
- **AGHA Event Colour Palettes**

ACCESS MARKETING ASSETS

DOWNLOAD HERE

SOCIAL POST EXAMPLE

E-SIGNATURE EXAMPLE

WEB BANNER EXAMPLE

YOUR MARKETING STARTS BEFORE THE EVENT!

Take your audience on the journey with you and share photos and videos on your social media channels and LinkedIn company profile, increasing your engagement with buyers.

Informing your social media audience that you are exhibiting at the event encourages more visitations, business connections, and of course, leads.

TIP:
Perhaps show your plans for your set-up, the vision behind it, the organising of your stock, the travel to the fair, and the setting up of your stand. This makes for great content, allowing you to show the behind-the-scenes of your business, while building a greater connection with you and/or your team and creating excitement and anticipation for the upcoming event with your audience.

On the following pages, we have provided a suggested social media marketing plan for the lead up to the event. We suggest you personalise these posts, and if you have the inspiration - be creative! You know your audience best.

Evidence shows that utilising your marketing channels is effective to create leads and business success. Every business has the ability to market their presence at the event and drive business to their stand - using emails, social media posts or stories, LinkedIn, website banners or popups.

DRIVE BUYERS TO YOUR STAND!

OVER 58% OF CUSTOMERS USE SOCIAL MEDIA FOR BRAND AND PRODUCT RESEARCH*

84% of **B2B BUYERS** ARE INFLUENCED BY **SOCIAL MEDIA**^

EXHIBITORS WHO SEND **MULTIPLE EMAILS PRE-EVENT** **SEE 50% MORE** **CONVERSIONS FROM STAND VISITORS TO LEADS****

DON'T KNOW HOW TO START? NO WORRIES, WE HAVE OUTLINED A MARKETING PLAN FOR YOU!

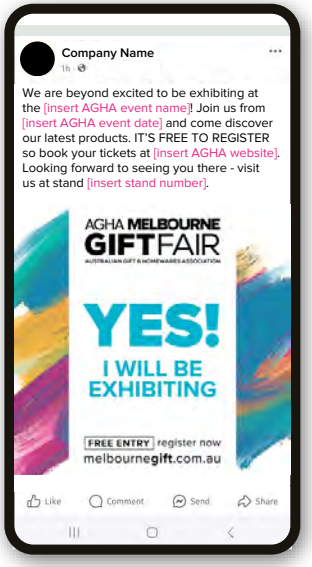
*Campaign Brief
**Selby's
^Articulate Marketing

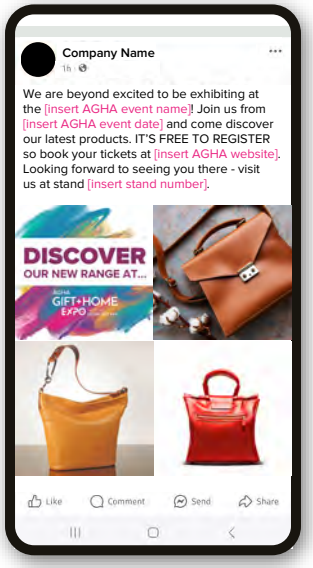
EXHIBITOR PROMOTIONAL TOOLKIT & MARKETING TIPS

WHICH SOCIAL CHANNEL IS WHICH?

There are a few different social media channels - and it can be confusing to know which does what. With at least 67% of customers expecting businesses to use social media and 79.9% of the Australian population having active social media accounts (Genroe, 2022), it is important to be 'posting' somewhere.

If social media is new to you, here's a little info to assist you. It is good to know what social media channels your buyers use - and begin there.





SOCIAL POST EXAMPLES

POSTING TIPS FOR EACH CHANNEL

FACEBOOK
INTERACT WITH US

HOW TO PROMOTE:
Share compelling images and text that contain a "call-to-action" like ***Super keen to be exhibiting at the [AGHA event name]. Visit us at Stand # from [AGHA event date] - new stock to show you!***

INSTAGRAM
SEE US

HOW TO PROMOTE:
Showcase your product with amazing images and simple text like ***Visit Stand #***. Use hashtags
#[Your Company Name]
#[AGHA event name]
#sourceallthingsretail
#agha #aghaevents

TWITTER
HEAR US

HOW TO PROMOTE:
Tweet short messages often with interesting and simple text like ***Visit Stand #***.
Use hashtags
#[Your Company Name]
#[AGHA event name]
#sourceallthingsretail
#agha #aghaevents

YOUTUBE
VIEW US

HOW TO PROMOTE:
Upload short or long-form videos that show the benefits of your products. End videos with a call-to-action like ***Visit us at Stand # from [AGHA event date] at [AGHA event name].***

LINKEDIN
KNOW US

HOW TO PROMOTE:
Share a post, an article, image or even video to let your customers get to know you better. Include a call-to-action like ***Visit us at Stand # from [AGHA event date] at [AGHA event name].***

PINTEREST
EXPLORE US

HOW TO PROMOTE:
Showcase your product with amazing images and simple text like ***Visit Stand #***. Use hashtags
#[Your Company Name]
#[AGHA event name]
#sourceallthingsretail
#agha #aghaevents

FOR **89%** OF MARKETERS, **SOCIAL MEDIA IS ESSENTIAL** FOR THEIR MARKETING STRATEGY^

77% OF MARKETERS SAY SOCIAL MEDIA IS **SOMEWHAT TO VERY EFFECTIVE***

^TRUELIST
*HubSpot

WHY LINKEDIN IS AN ESSENTIAL PLATFORM FOR YOUR BUSINESS

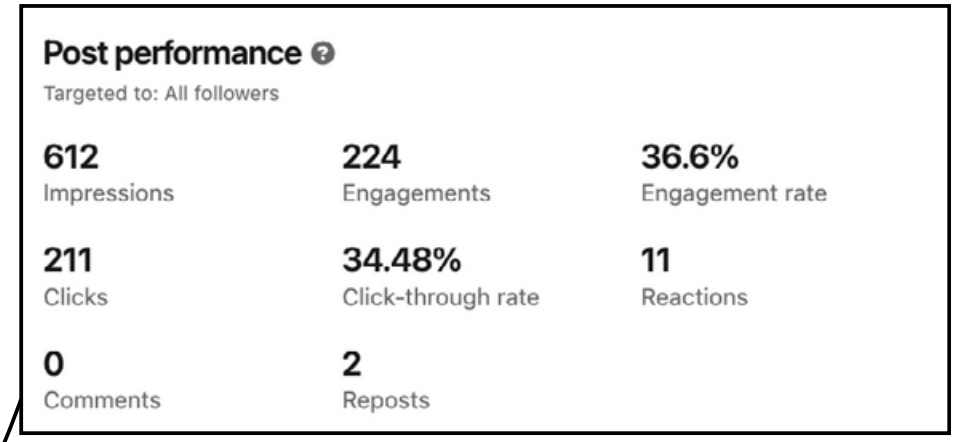
As a B2B networking platform with millions of active users, LinkedIn contributes to your business success!

1. **Brand Visibility**: Post about your company and products in an environment that attracts other businesses to you.

2. **Networking**: Connect with other professionals, peers and clients. Plus, recruit staff.

3. **Promote:** Showcase your presence at our trade fairs! We love to promote our valued members so make sure you let our team know of your Linkedin profile and use **#agha** and **#aghaevents**.

POST PERFORMANCE EXAMPLE



NOT YET ON LINKEDIN? IT'S EASY AND WORTHWHILE!

- Go to linkedin.com
- Create your personal LinkedIn profile with as much detail as you desire.
- After that, click the **For Business** icon in the upper-right corner of your LinkedIn homepage.
- Scroll down and click **Create a Company Page** (Note: you'll need **Connections** before completing this step).
- Select the **Page type.**
- Enter your **Page identity, Company or Institution details, and Profile details** information.
- Check the verification box to confirm that you have the right to act on behalf of the company.
- Click the **Create page** button.
- Click **Start building your page!** to finish building your LinkedIn Page.

SOCIAL MEDIA MARKETING PLAN

	SUGGESTED COPY	SUGGESTED #'S	SUGGESTED IMAGES*	SUGGESTED DATE RANGE
POST 1 Awareness that you are to exhibit	We are beyond excited to be exhibiting at **[INSERT AGHA EVENT NAME]**! Drop by our stand **[INSERT STAND #]** to say hello and discover our new products **[INSERT NEW PRODUCTS]**. See you at **[INSERT VENUE]** in **[INSERT MONTH]**! Register now ➜ **[INSERT AGHA WEBSITE]**	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents		AS SOON AS YOU SIGN UP!
POST 2 Sneak peek of your products [MULTIPLE IMAGE POST]	Shhh...don't tell anyone! Here's a sneak peek of our latest products that we can't wait to show you. See these in person at **[INSERT AGHA EVENT NAME]** in **[INSERT MONTH]**! Don't miss out! Register now ➜ **[INSERT AGHA WEBSITE]**	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents		Shortly after you have posted your attendance (e.g. 1 week). To post, select the 'multiple images' option and use this to post the "Discover..." tile provided, followed by your product images. Post a few times!
POST 3 Incentive to visit you [IF YOU HAVE A SPECIAL OFFER]	Want to make an order with an exclusive offer? VISIT US AT **[INSERT AGHA EVENT]**! We have an exclusive offer that's sure to get you excited! - **[INSERT OFFER]**. Visit us at stand **[INSERT STAND #]**! Register now or for more information, visit **[INSERT AGHA WEBSITE]**	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents		Repeat numerous times leading up to the event. Your audience will be happy to know of any incentives you are offering at the event.

*Use corresponding AGHA event image

SOCIAL MEDIA MARKETING PLAN

	SUGGESTED COPY	SUGGESTED #'S	SUGGESTED IMAGES*	SUGGESTED DATE RANGE
STORY OR REEL Ideally, 2 weeks before the event	ONLY 2 WEEKS LEFT until **[INSERT AGHA EVENT NAME]**! Visit us at stand **[INSERT STAND #]** at the **[INSERT VENUE].** See you soon ➜ **[INSERT AGHA WEBSITE]**	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents	Stickers are provided to post on your stories and reels **(see page 8)**. Search for #agha	Post 2 weeks before the event. Post a few times with new product content.
STORY OR REEL Ideally, 1 week before the event	Just 1 more week until **[INSERT AGHA EVENT NAME]**! Have you planned your visit to find all the hidden gems we have in store for you? Register here ➜ **[INSERT AGHA WEBSITE]**	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents	Stickers are provided to post on your stories and reels **(see page 8)**. Search for #agha	The week before the event - schedule this one ahead of time - set and forget!
POST 4 Day 1 of the event	Today's the day! **[INSERT AGHA EVENT NAME]** opens at **[INSERT TIME]**. Let the stocking season begin...are you ready for the latest and hottest products in the market! You can still register for FREE at **[INSERT WEBSITE]** or on-site.	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents	Post images of your stand and product. This will still drive traffic to your stand!	Day of the event - 8am post!
POST 5 Post-event thank you post	What an event! That's a wrap for **[INSERT AGHA EVENT NAME]** - thank you to everyone who stopped by. We loved connecting with you all and sharing our business story with you! Feel free to give us a call or visit our website **[INSERT YOUR WEBSITE]** See you at the next event!	#**[YOUR COMPANY NAME]** #**[AGHA EVENT NAME]** #sourceallthingsretail #agha #aghaevents	If you have some great shots from the event - post away! Make sure to tag any of your loyal buyers who may have photo bombed!	Shortly after the event. It's important to thank all your loyal buyers - and the new ones!

*Use corresponding AGHA event image

INSTAGRAM STORY GIF STICKERS*

We're excited to share our event stickers! Instagram stickers (potentially available on Facebook, too!) are customised animated GIFs you can add to your Stories to make them more fun, engaging, and eye-catching.

How to use GIF Stickers?

To find our Instagram stickers,

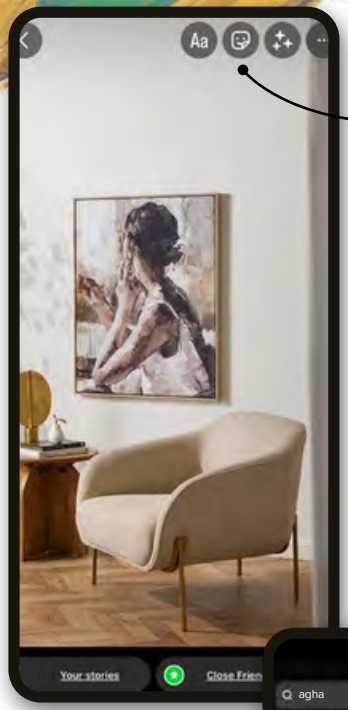
▶ Head to create a Story on your Instagram page.

▶ Once you have chosen your photo or video, click the face icon on the top right screen and that will lead you to another pop-up.

▶ Click on 'GIF' and then type 'agha' and all the stickers will come up.

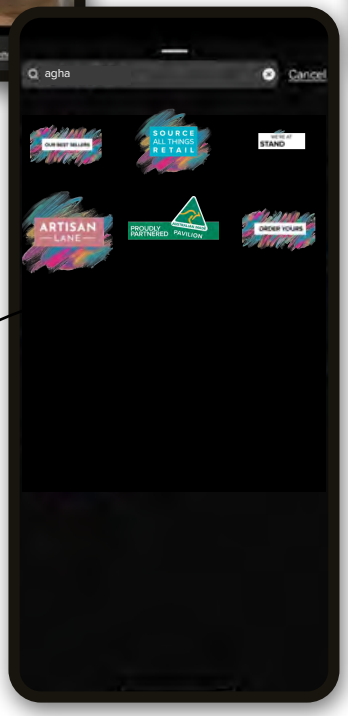
▶ Select the sticker and simply add it to your Story.

▶ You can increase and decrease the size of any GIF by pinching or expanding it with two fingers - and that's it!

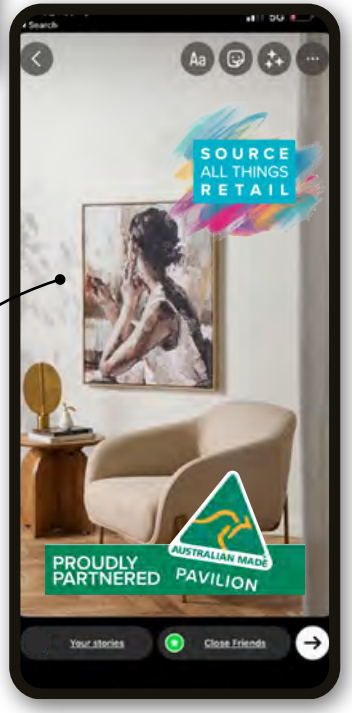


CLICK THE FACE ICON

CLICK ON 'GIF' AND THEN TYPE 'agha' or 'aghaevents'



SELECT THE STICKER YOU WANT TO USE (DON'T WORRY, WE HAVE MORE!)

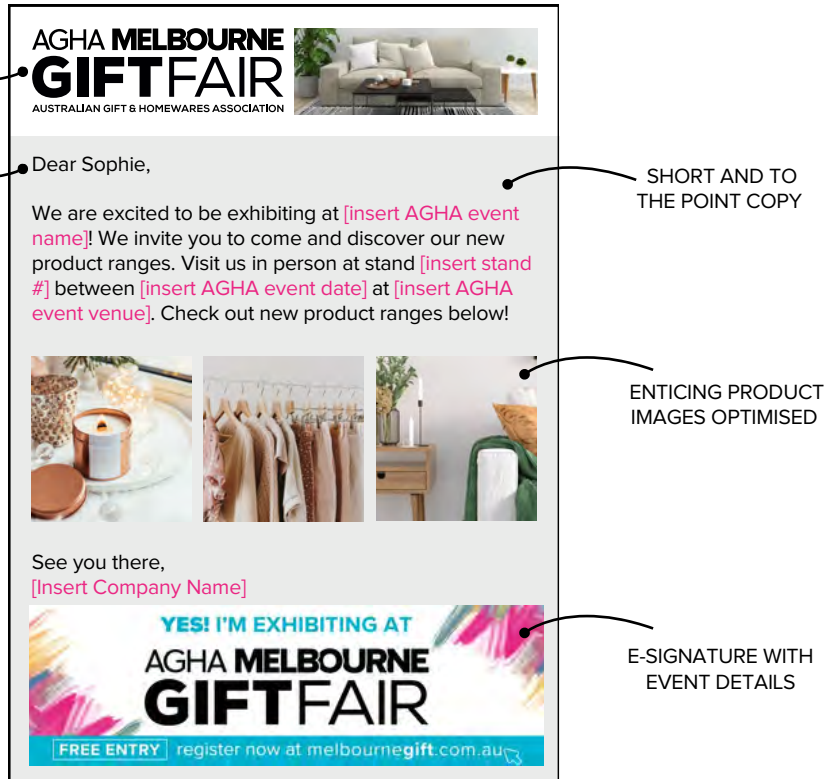


PLACE THE STICKER AND PINCH/EXPAND TO ADJUST SIZE

E-MAIL - ESSENTIAL AND EFFICIENT

79% OF MARKETERS INCLUDE **EMAIL MARKETING** AS A **TOP 3 EFFECTIVE CHANNEL**^

Communicate with your customer database via email and let them know you're exhibiting at an AGHA event and to visit you at your stand. Emailing gives you an opportunity to provide in-depth product information, images, and links.



1. ▸ WRITE A KILLER SUBJECT LINE

Everyone will read your subject line. It is the most important part of your email and it determines whether or not your email will be opened.

2. ▸ KEEP IT QUICK AND SHARP

Be interesting and entice the reader's attention, although try to remain on brand too!

3. ▸ USE YOUR USPs (UNIQUE SELLING POINTS)

Continue to remind your customers on what makes your business or products unique and valuable to them.

4. ▸ EVERYONE LOVES A PERSONAL MESSAGE

When your data is up-to-date, studies show that personalising with a name improves email results.

5. ▸ ENSURE YOUR EMAILS ARE RESPONSIVE

50% of us read emails on mobile devices making it essential to consider responsive design. Keep your copy short and to the point and use optimised images that are small in file size.

The next section presents a suggested email strategy for the busy wholesaler. Don't be scared to add your unique brand voice!

^Luisa Zhou

EMAIL MARKETING STRATEGY

EMAIL	SUGGESTED COPY	SUGGESTED #'S
EMAIL 1 Awareness that you are to exhibit	Dear **<Name>,** The **[INSERT AGHA EVENT NAME]** is back in **[INSERT AGHA EVENT DATE]** at **[INSERT VENUE].** We will be at **[INSERT STAND #]**, so come and say hello! It's free for businesses to register, see details here at **[INSERT AGHA WEBSITE]** Looking forward to seeing you there!	AS SOON AS YOU SIGN UP!
EMAIL 2 Sneak peek of your products	Dear **<Name>,** Register for free and come visit us at the **[INSERT AGHA EVENT NAME]**! Here's a sneak peek of our products **[INSERT PRODUCTS].** We can't wait to show you the latest and hottest collection that we're bringing to the event **this [INSERT MONTH].** Don't miss this chance to grow your business and expand your retail ranges! Register now at **[INSERT AGHA WEBSITE]**	Shortly after you have emailed your attendance (e.g. 1 week), send a few different emails with unique product content.
EMAIL 3 Incentive to visit you [SPECIAL OFFER]	Dear **<Name>,** THERE'S AN EXCLUSIVE OFFER AT **[INSERT AGHA EVENT NAME]**! We're excited to share the special offer - **[INSERT OFFER]**. Get it by visiting us at stand **[INSERT STAND #]** from **[INSERT AGHA EVENT DATE]** at **[INSERT VENUE]**! Register now, or for more information, visit **[INSERT AGHA WEBSITE]**	Repeat numerous times leading up to the event. Your audience will be happy to know of any incentives you are offering at the event.

EMAIL MARKETING STRATEGY

EMAIL	SUGGESTED COPY	SUGGESTED #'S
EMAIL 4 Ideally, 2 weeks before the event	Dear **<Name>,** Are you ready? THERE'S ONLY 2 WEEKS LEFT! Register now and visit us at stand **[INSERT STAND #]** at **[INSERT AGHA EVENT NAME]**, **[INSERT AGHA EVENT DATE]** at **[INSERT VENUE]**. Register at **[INSERT AGHA WEBSITE]**	Email 2 weeks before the event. Send out a few times with new product content.
EMAIL 5 Ideally, 1 week before the event	Dear **<Name>,** The countdown is on for **[INSERT AGHA EVENT NAME]**! One week until you can see, touch and source our latest products. Looking forward to connecting with you! It's not too late to register! Go to **[INSERT AGHA WEBSITE]**	The week before the fair - schedule this one ahead of time - set and forget!
EMAIL 6 Post-event thank you	Dear **<Name>,** We hope those who visited us at **[INSERT AGHA EVENT NAME]** had an amazing time of discovery and networking! We would like to thank all of you for visiting us and we appreciate you being there. Hope to see you again at the next big buying event, **[INSERT AGHA EVENT NAME]**. If we can assist you with any of your orders or product questions, please contact us or check out our website. We wish you all the best for your business and happy trading for the rest of the year!	You may find yourself very busy - so perhaps schedule this one so your buyers are thanked! Always follow up with new leads regularly after the show. Keep in contact as you never know when they may be ready to place an order.

MARKETING CONTINUES DURING THE EVENT

When it comes to your marketing strategy during the event, be sure you are actively capturing details that you can proactively follow up on. Remember that not everyone who visits will be ready to place an order or provide their details there and then. However, starting an email communication with them is the best way to begin and maintain a relationship for when they are ready to order.

- **CAPTURE CUSTOMER DETAILS (EMAILS AT THE LEAST)**
- **KEEP CUSTOMER BUSINESS CARDS**
- **KEEP NOTE OF CUSTOMERS TO FOLLOW UP ON**
- **CONSIDER AN INCENTIVE FOR EMAIL SIGN-UPS OR SOCIAL SHARES AND LIKES**

Encourage people to “share and tag” a photo of your stand to raise brand awareness to their audience, as chances are they are your target buyers too. By encouraging what is known as “user generated content”, you are creating brand ambassadors who are marketing your brand for you. To help with this, have a sign visible on your stand with a “call-to-action” such as “snap, share and tag us on Instagram @username”. You could consider offering a voucher or prize for the best photo and make this your pre-event promotion to your audience.

Exhibitors should post on social media regularly throughout the show too, be sure to tag @agha_events on Instagram and @agha.social on Facebook in every post so we can share on our own socials too!

MARKETING CONTINUES AFTER THE EVENT

Moving forward, communicate regularly with your email list, through value-driven emails. Think about what your audience would love to read or discover. Consider your email list as your VIPs and provide them with your best content first, such as tips, interviews, perks and special offers. By communicating with your email list over the months ahead, those who don’t buy from you right away will think of your brand first when they need what you offer.

- **COMMUNICATE REGULARLY THROUGH EMAILS**
- **ENGAGE WITH YOUR CUSTOMERS ON THEIR SOCIALS**
- **UPDATE YOUR AUDIENCE WITH NEW PRODUCTS THROUGHOUT THE YEAR**
- **OFFER PERKS AND SPECIAL OFFERS**

Enjoy the process of deepening your relationships with others in the industry and your buyers - the hype doesn’t stop after the event!

Finally, don’t forget to take advantage of as many promotional opportunities as possible through AGHA. There are many cost-effective advertising opportunities across several different mediums available before, during and after the trade fair.

VIEW AGHA MEDIA KIT