

pm Springfest

12 WAYS

Promote Your Company at PM Springfest
#PMSpringfest

Once you have your goals, you can look at different ways to achieve them. Below is a list of tactics that will help:

01 Use the Official Hashtag #PMSpringfest in all of your Social Media posts. (Twitter, Facebook, Instagram, LinkedIn & YouTube)

Leading Up to the Event

02 Let your audience know that you will be releasing a new product on social leading up to the event.

03 Post and display photos and/or videos of your team preparing for the event – teasers of what's to come.

04 Reach out to specific companies or other professionals you would like to network with and send them a personal invitation to meet.

Speaking?

05 "Live Tweet" your speakers' comments & insights.

06 Post photos of your speaker(s) and your team at the session.

07 Tweet during live sessions, even if the speakers are not from your company.

08 Post your speakers' PPT presentation and to your slide share & corporate blog.

Sponsoring?

09 Take photos and/or videos of your sponsorship; print collaterals, signage, website, mobile app, e-blasts and newsletters, etc.

Before you start a social media campaign, first define your social media goals. For an event, the goals might be:

- Show your followers that you are active in your industry
- Be seen by the industry as having industry expertise
- Engage actively with potential customers
- Grow the number of your followers

Exhibiting?

10 Engage your followers and break through the clutter with photos and/or videos of:

- Your booth set-up
- Live product demos at your booth
- Your team networking at the event

Guide or Infographic?

11 Post a how-to guide or infographic your customer will find helpful at the event to distinguish your company amongst your competitors.

Promoted Ads?

12 A small bit of budget for a post goes a long way, whether it's for Facebook, Twitter, LinkedIn, or any other platform. Reasons to promote your posts during an event:

- Paid advertising amplifies your post.
- Engage with your audience who are actively set to discover, learn and connect with you.

