

EXPERIENCE THE POWER OF LIVE EVENTS



**The email marketing
guide for exhibitors**



CONGRATULATIONS!

You've booked a stand at YAPI FUARI - TURKEYBUILD İSTANBUL exhibition.
You are ready to start e-mail marketing.

All the marketing tools and methods you will use are very important for you to be successful in the exhibition!

In this slide, you can find best practice tips on how we can use email marketing

Why use email as an exhibitor?

According to the latest data, there are 4.1 billion active e-mail accounts and over 122 billion e-mails are sent every hour.

You can give your potential customers information about your participation to the exhibition, projects or campaigns by e-mail.



Why is e-mail communication effective for your brand?

1. THE NUMBER OF EMAIL ACCOUNTS IS EXPLODING

The number of active e-mail accounts is expected to be 5.6 billion in 2019.



2. SENSITIVE MARKETING CHANNEL: MAILING

Mobile users check their e-mails an average of 29 minutes per day. 86% of professionals use mobile when communicating information related to business processes



3. FINALIZE MARKETING CAMPAIGN VIA E-MAILS

The e-mail sending frequency of companies like Amazon is increasing day by day. Companies that send e-mail for all notifications and updates use this method as a marketing tool. In this way, they stay in the mind of their customers and increase their recognition level.



Maximum benefit maximum engagement

Step 1

Before you start

- Create e-mail content
- Specify subject line



PRO TIP

The importance of optimizing contents should be including brief information and effective, and aesthetic. Make sure, your e-mail content answers your target. Perfect subject line can be the difference. It can prevent deleting the e-mail or reporting it as spam.

Step 2

Let's start with e-mail structure!

The structure your content is important when the customer opens to your e-mail, it should be effective and clear. You need to be careful about fonts, size, and character numbers



PRO TIP

Do not think that you always need a new project to send e-mail. You can compile reminder e-mail about YAPI FUARI - TURKEYBUILD ISTANBUL or share the platform details

Step 3

Do not forget to announce your Stand / Hall information



PRO TIP

You can also inform your customers about how to get exhibition area. Also, you can give some recommendations about accommodation and facilities in the region.

After the exhibition

Do not forget to send "Thank you" e-mail after exhibition. Customers visit many companies during the exhibition. That's why, reminder e-mail will be effective for the customers. You can also add a feedback form to get your visitors comments.



PRO TIP

For example, for a customer who visit your stand, you would write the following text: "We would like to thank you for visit us! If you have any additional feedback or questions about us, you can fill the attachment form. Please do not hesitate to contact me via phone or email. Thanks to your helpful feedback"

Tips to improve the e-mail contents!

BUILD A DRAFT

Create a short and clear e-mail subject and ensure there is a connection between the subject line and your message.



PERSONALIZE THE CONTENT

Creating a content that addresses the company officials will be attention-grabbing. However, don't forget to verify the accuracy of the contacts!



MAKE SURE YOU USE CORRECT GREETING

You need to standardize your mailing language to start the email the right way. If you know the vendee, you can start your letter with "Hi Someone" or "Dear Someone" If you've never met the her/him, you need to start your letter with "Dear ..." Then, double and triple-check the correct spelling of the recipient's name. If the letter is formal, address the recipient as "Mr." or "Ms.," followed by their last name. If the letter is informal, refer to the recipient by their first name.



DON'T FORGET TO EVALUATE FEEDBACK YOU RECEIVED

Make sure to evaluate your e-mail marketing. It is very important that you identify the contents for which you receive feedback. You can use reporting tools for this.



BE ORIGINAL

If you are avoiding to delete your e-mails, make sure your subject lines gives true messages. You can use, "thank you", "welcome", or "appreciated" are all good tips that the customer can understand a test to read message from you.



FREQUENTLY MENTION YOUR CHARACTERISTICS THAT MAKE YOU STAND OUT AMONG OTHERS

Do not hesitate to repeat the original campaigns you have created. Contents that arouse curiosity will definitely be effective.



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