

Best Practices: Digital Show Marketing

The best way to let people know you are at World Ag Expo® Online is to tell them! Use your social media channels, email lists, ads, and more to let your customers know you are here to help.

Below are some ideas to get you started.

Tell your audience you're at the show, share dates, and tease content. And tag us - we'll probably share it!

You Retweeted

JCA Technologies @JCATEchnologies · Jan 15

Less than a month until the digital edition of @WorldAgExpo Be sure to stop by our booth to connect Feb 9 and 10th. We'll be sharing JCA's seminar topic here soon! #WAE21 #autonomousag #precisionag #agtech #agexpo



3 retweets, 5 likes

Use our free marketing materials at www.worldagexpo.com/exhibitors/#marketing-sponsorship!

Send us a social media post all about you and we'll put it on our channels. Get the form at www.worldagexpo.com/exhibitors/#forms-for-exhibitors

World Ag Expo @WorldAgExpo · Jan 8

Check out @GoUnwired at World Ag Expo® Online!

unWired Broadband has been connecting Central Valley farmers to fast and reliable Internet since 2003. They are a proud supporter of agriculture and #MyJobDependsOnAg. Learn more at: getunwired.com



1 retweet, 3 likes

Promote a special guest, seminar, or special offer. And add a picture!

Include a call to action. PanXchange is telling people to register so they can see their seminar.

You Retweeted

PanXchange @PanXchange · 6h

Join @JulieLerner, on Feb 10th, at the @WorldAgExpo 2021 Virtual #Conference! This session will discuss where we are in terms of market maturation for #hemp (#cannabinoid, #fiber, & #grain), the massive cannabinoid oversupply, & much more!

Register here: wae21.mapyourshow.com/8_0/sessions/s...!



2 retweets, 2 likes

Use hashtags your audience follows!

Promote your achievements! And create a custom link to send people to your page. (We use bit.ly - it's free!)

Share our posts! Shares, likes, & comments help posts get seen.

World Ag Expo @WorldAgExpo · Dec 14, 2020

Congratulations to @cainthus & their product, ALUS Behavior, for being named a winner of our Top-10 New Products Competition, sponsored by @BankofAmerica ! To see the full list of winners, go to bit.ly/WAE21Top-10 #agriculture #dairy #innovation #Top10 #WAE21



1 retweet, 7 shares, 15 likes

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More free resources and ideas to market your World Ag Expo® Online page (and your company) before and after February.

Talk to Media

Earned media is a great way to get your company in front of people. We have a few release to share on our website and with our media list. Fill out a Media Coverage story leads with media. Or, request our media list and contact them on your own!

Re-use Content

Recycling good content is always a good idea. Share videos with new audiences, re-email a media story to your contact list, and more. You'll be consistent and repeating your audience remember you.

Create Playlists

Bring content together to educate and entertain your audience. Share your favorite interesting bloggers, or bring videos on a topic together on your YouTube channel ([com/user/WorldAgExpo/playlists](https://www.youtube.com/user/WorldAgExpo/playlists)). You'll learn what they like and can create more to

Update Your Page

Keep your website, World Ag Expo® Online, social media, and personal Linked In pages current! If your pages are always the same, your audience has fewer reasons to come back to them. Share news, product releases, and when appropriate, personal updates. Ag is personal and we like to work with someone we know.

Ask Your Audience

Need ideas? Go to the source! Your audience will (sometimes) give you ideas of what they are looking for. Do they need a problem solved? Just need to brainstorm? Want to look at cute puppies? Be a resource for them - ask and deliver.

Look At Other Exhibitors

All exhibitors do something well, so look at a fellow exhibitors for ideas! No two companies will do anything exactly alike, but their work may help you look at your company and products in a new way.

Spend Some Money

Sometimes you have to buy the ad. Be sure to do your research, pick a media partner you trust, and check the results. You'll need to tweak a program a few times to get it right, but once it's right, it will pay for itself!

Stick With What Works

Once you've found the successful mix for you, your company, and your customers, stick with it! Consistency is important, customers want to know they can count on you. Check on the results to make sure they are still what you expect, and make changes as needed.

Request World Ag Expo® Media List:
media@farmshow.org

Download Media Coverage Request Form & Press Release Form: www.worldagexpo.com/exhibitors/#forms-for-exhibitors

Ask about other free marketing options throughout 2021:
marketing@farmshow.org

How can we help? Let us know at
WASales@farmshow.org