



How to Use Content to Amp Up Engagement at Medical Device Shows

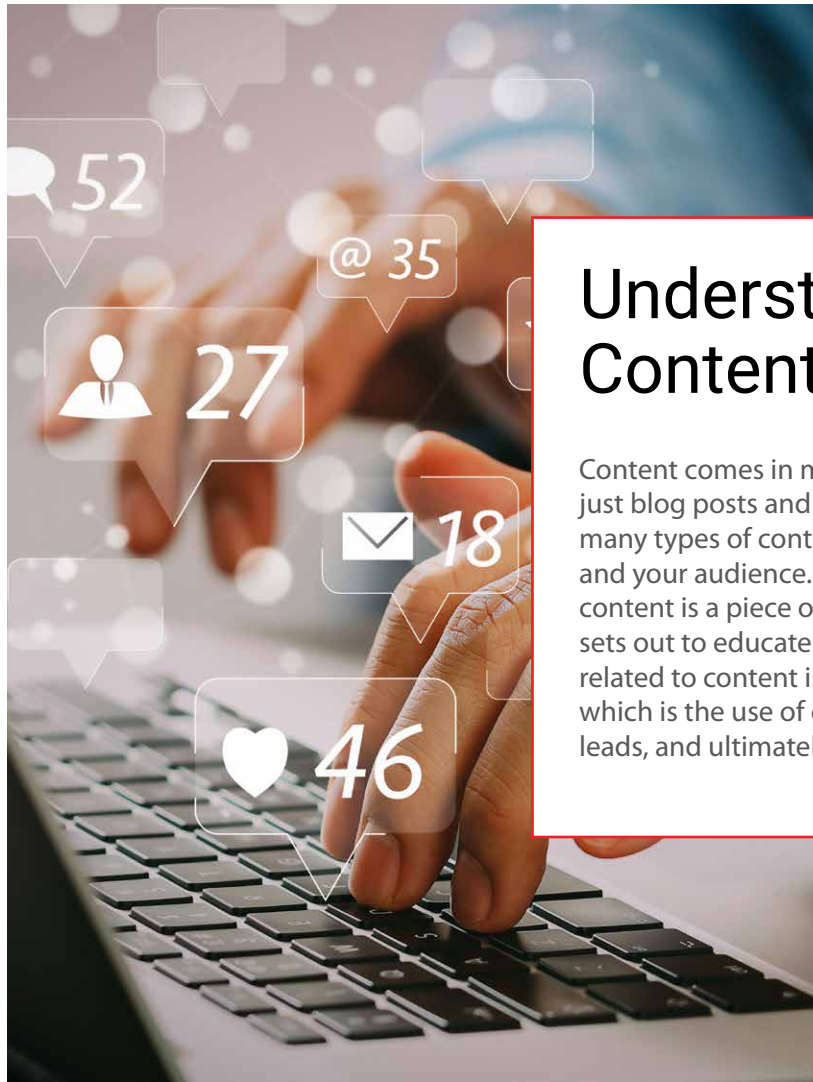




As the saying goes, content is king. When it comes to your trade show booth, content is a surefire way to attract attention on the day of a medical device show and provide value long after the trade show has ended.

But as you know, those in the medical sector face more challenges than other industries at attracting key prospects because of the highly competitive, and sometimes skeptical, medical and scientific communities. Clinicians and scientists can research and formulate an opinion more thoroughly and quicker than ever with instantly available on-line information and reviews—which is why medical companies can benefit by using content to educate and inform their customers before, during and after trade shows.

Content is king, and your trade show booth is the castle.



Understanding Content

Content comes in many forms, not just blog posts and videos. There are many types of content available to you and your audience. Simply speaking, content is a piece of information that sets out to educate or inform. Closely related to content is *content marketing*, which is the use of content to drive leads, and ultimately, sales.



CONTENT AT YOUR BOOTH

You might not realize it, but your booth is an important piece of content—it's also the biggest investment in content you may ever make. Your booth represents a tremendous opportunity to engage with prospects and create a positive brand experience.

Your trade show booth is often your customer's first interaction with your brand, so being obvious and clear with the messaging at your booth is an effective and seamless way to engage with your audience at a trade show, especially in the medical industry where products and services can be more technical than other industries.

Use Copywriting and Design to Tell Your Brand Story

Does your company have mottos, taglines, slogans or short copy that succeed at telling your brand story? Display that content on a large wall at your booth and accompany it with strong visuals so attendees can understand your brand's selling proposition before your staff booth engages with them.

Studies show that more than 80 percent of trade show attendees consider in-person interaction an important metric in the buyer's journey. A clear understanding of your brand before talking to your booth staff will help your prospects determine if your brand offering is what they are looking for. Those that stay at your booth to chat are more than likely interested in learning more.

Product Demos

As we addressed early in this E-Book, your exhibit is an important piece of content. Many medical device shows highlight new devices and products that potential buyers and users want to see demonstrated. To enable you to capture the most interest in your product, service, or device you'll need to demonstrate how it works, live. Product Demos are integral to success at these shows. Many exhibitors skimp and limit the amount of space in their booth for demos. This can be a mistake because as attendees walk by and see a crowded product demo they may keep on walking because the space is too cramped. Consider your product demo and how many people you want to demonstrate for, and for how long.

Practice the demo beforehand with your staff to ensure they're up to speed on all the functionality that is going to be required to host a successful demo. It needs to be well rehearsed, engaging and short (probably less than 10 minutes is our general guidance). Depending on your booth space it may make sense to have several separate areas for product demos, not just one central location. Attract attendees with overhead videos that are positioned so they can be seen from the aisles. Use video and digital screens to attract onlookers. Motion, sound and bold colors attract attention so be sure to focus on those elements.





Video Content

Video content is incredibly powerful at quickly and effectively engaging with audiences and demonstrating your brand's products and services. Viewers retain 95 percent of a message they've watched in a video compared to 10 percent when reading text; and 72 percent of businesses say video has improved their conversion rate. Since trade shows are busy with thousands of people in and out of booths throughout the course of an event, you don't always have the time to dig deep into your product benefits with each visitor. A quality video can get your value props to event attendees quickly and set you apart from the brand at the booth next to you.

Don't have a production team or the budget to produce a video? That's okay, because your video doesn't need to be highly produced to be impactful.

Videography on a Budget

Gather your products or product and set them on a table. Showcase benefits and demonstrate how they work, and film it all with a smartphone. Or, provide a tutorial with an expert on camera, and again, film it with a smartphone. To get the best video, you'll likely have to spend some money, but a smartphone still accomplishes your goals.

Live Interviews

Live Interviews with experts or stakeholders are a great way to drive traffic to your booth. Interviews are a proven way to get your key points across in an indirect way to hundreds of prospects at once, and if your set up is high quality, you can drive some serious buzz throughout the show.

There are two effective ways to set up Live Interviews.

1. Reach out to industry insiders and thought leaders prior to the event and arrange a meeting, also known as a pre interview. If you feel they can add some perspective and expertise to your booth, schedule the interview. Send out an email and promote on your social media channels to drive interest.
2. Scout experts or industry professionals at the event and engage them to talk with you in front of a live audience. Sell them on it being a good co-branding opportunity that provides exposure for your company and theirs.

Pro Tip: Film every interview you conduct and post to your social media channels and website during and after the event for incremental traffic.





Whitepaper

Many medical device companies produce whitepapers. Whitepapers are effective at explaining a new drug or technology, highlighting a case study, or providing information about an FDA ruling. Since whitepapers dive deep into a relevant topic, they can be a strong source of information at your trade show booth. If you have whitepapers available on your website, print them for your booth and give out copies to quality leads.

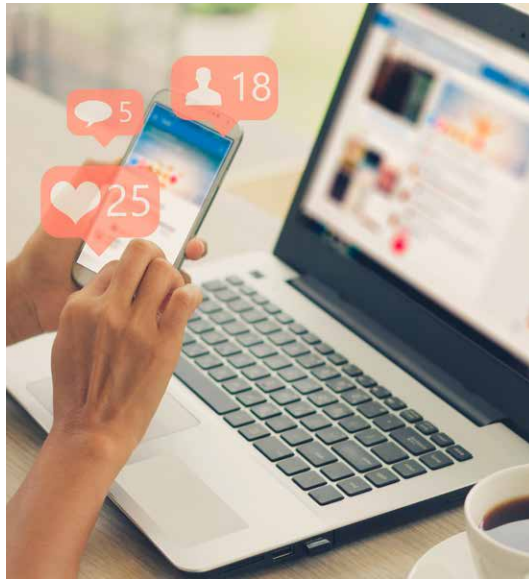
Of course, a digital version of your whitepaper will help attract leads online. If you're developing a whitepaper ahead of a tradeshow, promote on social media and try to generate as many downloads so your audience resonates with your company prior to entering your booth.

Infographic

Infographics, like whitepapers, outline complex ideas, but in a visual manner that makes them easier to digest. A clear infographic that outlines the benefits of a new product or technology will resonate with trade show attendees, especially when you have it professionally printed and displayed proudly at your booth.

Social Media

Everything you do at a trade show should be considered for social media. Social media is where you'll spend the bulk of your time in the months leading up to your event, as well as during and after the event. Use the event's custom hashtag on Twitter and LinkedIn to engage with event attendees—and make sure whoever is running your accounts are participating in conversations throughout the show.



Social Media Ads

While organic growth is more impactful, spending some money to advertise on social media prior to the event is an effective way to gain exposure with your target audience. LinkedIn and Facebook are great platforms for targeting event attendees. Sponsoring posts aimed at specific interest groups will help you set your company apart and place you in the forefront of consumers' minds. It's been proven that repeat exposure to a brand results in conversions. Exposing event attendees to your company in the months preceding the trade show will help them feel like your booth is worth visiting.

Blogging

Finally, it goes without saying that you should be maintaining an active presence on your company's blog, even during an event. Blogging during a trade show can engage your audience that isn't attending the show but should still be considered valuable prospects. Incorporate daily updates with images, testimonials, and share stories of conversations and "wins" your brand accomplishes throughout the event.



CONTENT STRATEGY TIMELINE

Content provides value long after it is posted online. Content needs time to marinate and cycle through your ecosystem before it can result in positive ROI. Here's a content strategy timeline you can use to start producing content up to 6 months before attending a trade show.



6 Months Out

- Finalize your content strategy



5 Months Out

- Outline your whitepaper, landing page with call to actions
- Develop a video script and storyboard



4 Months Out

- Create the whitepaper, with digital and printed versions
- Film and edit your video
- Plan and research your blog topics
- *Need topics? Use Google's keyword research tool to find out what keywords your customers are searching for*
- Outline the infographic



3 Months Out

- Publish your whitepaper behind a gated landing page. Users can download if they leave their name and contact information.
- Publish and promote your video on social media
- Create social media posts promoting your whitepaper
- Write and send an e-blast to your subscribers promoting the whitepaper
- Design the infographic



2 Months Out

- Begin writing and posting blogs related to your trade show and the products or services you'll be showcasing
- Post 1-2 blogs per week until the trade show begins
- Post your infographic and share on social media



1 Month Out

- Increase your social engagement, follow others who are attending the trade show, and begin posting about what people can find and learn at your booth
- Use event hashtags in your social media posts
- Print out your infographic and designate a large area at your booth to showcase it



Day Before the Event

- Post your final blog post
- Remind attendees of your booth # on social media and in an email
- Get a good night's sleep!



PERSONALIZE YOUR CONTENT FOR GREATER IMPACT

Personalized content generates 20 percent more sales opportunities than generic content. However you share your content, be intentional about it and tailor it to your medical device audience. This will not only create more positive brand experience, but it will also generate loyalty and trust.

Ready to Discuss Your Trade Show Booth Strategy?

[Fill out the form](#) or call (315) 986-4600 to speak with your Apogee expert today.

