



Calgary Show

2022 Expo & Conference

MAY 11-12, 2022

SOCIAL MEDIA TIPS

1. Develop your goals

Having a social media presence is not the goal. Social media platforms are used as a tool to achieve your company's goals. Starbucks is on social media to sell coffee. Weird, right? Depending on your goals, your social media strategy will change. Whether your goal is to build brand awareness, get new sales leads or sell coffee, social media is a great, cost-effective tool to bring your company closer to your clients.

2. Know your demographics

Find out who your customers are, who your target customers are and what social media channels they are on. Spend your time and effort on social channels that will connect you with your target audience and rock it, instead of being on every social platform that you can't spend time developing.

3. Tell your story

Connect with your audience in ways that traditional media can't - have a conversation! Humanize your brand to create deeper connections with your followers. If you make your interactions personal, you'll get better results while improving your social media presence. At the end of the day, you're dealing with people, even if you are in the B2B sector.

4. Stay true to your brand

Retain consistency across your social channels and website to elevate brand recognition, drive customer perception and engagement.

#ISACalgary



@ISACalgary



ISA Calgary

ENGAGE WITH US



Leading up to November, promote on social media that you'll be exhibiting at the ISA Calgary Show! We engage and share posts that we're tagged in, and posts using #ISACalgary. This allows extra exposure for your posts, and increases the likelihood of others to find your posts following the hashtag.

To help you market your presence at the ISA Calgary Show, utilize the Marketing Toolkit in the Exhibitor Zone.



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CHOOSE YOUR NETWORK



Facebook is classified as a networking platform as it allows user accounts to interact with each other in a variety of different ways. Still recognized as the most popular social media network, it is important for every company to have a business Facebook page.

Business pages have a variety of customization services offered that gives companies the opportunity to be creative when developing their online brand.

Facebook has integrated user-intuitive digital marketing options that can be as simple or sophisticated as you want them to be.

2.38B

ACTIVE USERS



Twitter is used heavily by businesses due to its immediacy for short updates and sharing links. It's simple to interact with other users by mentioning tagging other accounts in posts and using hashtags.

Twitter is best utilized by taking advantage of the conversational approach of the channel. It is not recommended to blast out one-way messages. Twitter has introduced new ultra-simple Twitter ad formats that will help you get your message in front of the users who are most likely to be interested in your products.

366M

ACTIVE USERS



LinkedIn for business gives companies the ability to tap into existing connections and grow your brand through word-of-mouth. As LinkedIn gives your brand increased search visibility, it's important to have a detailed company page with consistent professional updates.

LinkedIn is the top-rated social network for your lead generation, and can help improve professional face-to-face relationships.

LinkedIn is one of those most effective ways to recruit new talent, which can help your company recruit the best of the best.

590M

ACTIVE USERS



Instagram brings you closer to your audience by making your company relatable. This is an excellent way to build rapport, trust and credibility with followers.

Instagram has a program called "shoppable posts" which allow businesses to add tags to the products in their photos with links that include a product description, price and the ability to purchase directly from their Instagram post.

To benefit your marketing strategy, Instagram stories switched the model of their feed from linear chronological to an algorithmic style. This means that users see content their most likely to be interested in.

1B

ACTIVE USERS



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SOCIAL MEDIA TIPS

YOUR SOCIAL PATH TO THE ISA CALGARY SHOW

6 MONTHS

- Choose your networks and develop your social media strategy
- Add links to your social media networks to your website and let your customers know you're online

4 MONTHS

- Download email signatures and social media banners from the Exhibitor Zone
- Start posting on your networks to let your followers know you'll be at the Global Energy Show

2 MONTHS

- Take advantage of the complimentary mailing program by sending your mailing list to us by September 15, 2021
- Download the customizable invitations from the Exhibitor Zone and invite your customers to see you at the Show
- Plan your day-of social media, or hire an external company

3 WEEKS

- Engage with us online to find new leads and plan your days at the Show
- Schedule meetings with your clients and potential clients at your booth

1 WEEK

- Develop content and schedule posts in advance of the Show! The exhibition floor will be busy, so it is easy to forget to post your content
- Encourage your employees and booth staff to post about the Show on their personal networks

DAY OF

- Join in on social conversations regarding the Show. Add your opinion on panel discussions, ask thought leaders questions, share photos and tag other brands!

DAY OF

- Tell your story! Encourage people to come to your booth by telling them who you are as a brand and what unique products or services you have to offer
- Live-post directly from your booth! This could include when your live demos are scheduled and directions to get to your booth!
- Find your partners at the Show! Post about seeing your clients and partners at the Show and tag them to broaden your reach

POST SHOW

- Communicate the success of the Show to your followers and thank them for seeing you at the Show
- Follow up with any social leads from LinkedIn promptly after the Show

