



# Use power of digital technology and social media at trade shows

EXHIBITION and display specialist, icatchers is witnessing great results being achieved by clients utilising the latest digital technologies at trade shows.

Mark Willis, director of icatchers, said digital display systems matched with clever use of smartphone and tablet technologies, were providing exceptional new levels of engagement with trade show visitors, allowing new ways to reach out to potential customers. This had been used to great effect by icatchers for supermarket chain Aldi's recent national series of exhibitions that engaged with potential staff.

“Clever marketing focuses on engagement: engagement of your product with new buyers, bringing old clients back to your business, and spreading your message as widely as possible,” Mr Willis said.

“Utilising touch-screens, iPads and LED screens allows visitors to engage with your product offering at their own pace.”



Smart use of digital tech for Aldi.

Mr Willis said icatchers had perfected easy implementation of new technologies at trade events that were game changers.

“Augmented reality is another useful platform for extending marketing messages and interacting with customers,” he said. “Combined with social media, these devices achieve a multiplier effect; exposing your brand to hundreds of prospects, including those who were not at the event.”

Being able to broadcast from an event, through social media – and, even better, having visitors to your stand use these techniques – was a feature of modern exhibition marketing.

“Social media stations designed into your overall display allow visitors to tell their network of colleagues and friends where they are and what has captured their interest,” Mr Willis said.

“Social media plays an important role in the 3D marketing mix at trade shows; images of your brand and products can be instantly shared, tagged, liked and commented on by a large volume of people.

“Most importantly you are getting enormous exposure delivered with third party credibility and endorsement.”

Mr Willis said icatchers stressed that digital marketing strategies should be part and parcel of a modern trade show or exhibition presence.

“A digital marketing strategy will continue to drive traffic to your corporate Facebook or LinkedIn page long after the event is over,” he said.

“Brochures and product information kits handed out at shows are still relevant, however digital content will have an ever increasing importance in the design and operation of trade show displays.”

Mr Willis said icatchers had been utilising digital technology, and social media tools across a variety of recent projects for clients such as Xbox, Aldi, Knorr Bremse, and BP Petroleum.

Now an alumni member of Queensland Leaders, the organisation helping to foster the next wave of leading companies based in Queensland, Mr Willis said icatchers was continually focused on providing clients with a strong exhibition presence, no matter what their size or budget.

[www.icatchers.com.au](http://www.icatchers.com.au)



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