MAXIMIZING YOUR EXHIBITOR PRESENCE WITH A POWERFUL CONTENT STRATEGY
OUR PRESENTERS

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thinkers 40+ scientists writers

failed musicians artists

GENERATE ROI
UNIFY Marketing & Sales
DEFY STATUS QUO
OPEN AND COLLABORATIVE

CHICAGO SAN DIEGO BOSTON SAN FRANCISCO
THE TRADESHOW “BUBBLE”
TRADESHOW CONTENT LIFECYCLE

PRE-SHOW PREP

PITTCON

POST-SHOW FOLLOW-UP & MORE
WHAT IS CONTENT MARKETING?
Content marketing
A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.
THE DEFINITION

Provide truly relevant and useful content to your prospects and customers to help them solve their issues.
CONTENT MARKETING

You can PUSH your information to your audience...

Or, you can PULL your audience in with information they want.
BEST PRACTICES
BEST PRACTICES

• Turning goals into strategy
• Audiences and personas
• Aligning your channels
• Content execution
• Planning and measurement
TURNING GOALS INTO STRATEGY

• Define tradeshow objectives (Goals)
• Define the communications objectives that support it
• Stick to your strategy
AUDIENCES AS PERSONAS

You are not the target audience

- Know everything you can about your target
- At tradeshows, you are going to be able to more specifically target your audience using existing resources such as attendee and exhibitor lists
AUDIENCES AS PERSONAS

Differentiate your audiences with *personas*

- Technical Buyer: *Bench Chemist, Analyst, Researcher*
- Technical Influencer: *Lab Manager, Senior Scientist*
- Economic Buyer: *Executive/ Purchasing Department Head*
- Economic Influencer: *Lab Director*
Let the audience behavior dictate the type of content, its goal and channel.

- Good content works for the strategy because it’s what the audience wants. The channel works because it’s how the audience wants to engage and receive information.
ALIGNING YOUR CHANNELS

BUYER'S JOURNEY

PSYCHOLOGY
- DISCOVER (Prospects): Discover a need or discover an opportunity
- EXPLORE (Leads): Explore potential solution options
- EVALUATE (Opportunities): Evaluate short list of products for chosen path
- ENGAGE (Evangelists): Engage with the brand and tell friends about experience

CONTENT
- Thought leadership
- Education
- Persuasion
- Advocacy

MARKETER'S GOAL
- Capture
- Convert
- Captivate
- Cultivate

MESSAGE
- Have a compelling point of view about an issue
- Provide background information about the issue
- Convince the customer to buy
- Validate/reinforce choice

SAMPLE TACTICS
- Advertising
- Blogs (PR)
- Conference presentations
- Direct mail/Email
- Editorial content (PR)
- Giveaways
- Infographics (PR)
- Online communities
- Review articles (PR)
- Social media
- (Twitter/forums/networks)
- Speaking opportunities (PR)
- Video (Provocative)
- Books
- Case studies (PR)
- Company website
- Compendia of papers
- Peer-reviewed methods
- Articles
- Product reviews
- Search (SEO/PPC)
- Social media
- (Twitter/forums/networks)
- Webinars
- Online tutorials
- User-group meetings
- Vendor newsletters
- Video (Testimonials)
- Comparison tools
- Company website
- Customer events
- Direct mail/Email
- Peer-based endorsements
- Product demos
- Promotional incentives
- Sales collateral support
- Sales training
- Trade show promotions
- Vendor comparison
- Video (Demo)
- White papers

MEASUREMENT
- Strategic: Assess overall program against client's business objectives
- Tactical: Assess effectiveness of each tactic in meeting program goals
What do you have?

- Consider performing a content audit
What do you need to create?

- Formalize your strategy and approach
- Identify content types to fit buyer’s journey and personas
- Create implementation plan
CONTENT EXECUTION

• Implementing your plan
• Identifying your niche
  • Which audience are you reaching?
  • What are their challenges?
  • What issues aren’t being addressed by you or your competitors?
  • How can you and your products help them succeed?
• A voice, an audience, a strategy
Lab Tools and Ancient Sea Life: Medicine's Lust for a Crab's Blood

POSTED BY: CHEMUNITY GROUP

In the pharmaceutical and cosmetic industries, of a celebrity creature-a crab, we'll call it. As Americans increasingly turn to natural remedies, the demand for innovative treatments inspired by marine life is on the rise. This month, a news article highlighted a groundbreaking study that revealed a new compound extracted from crab blood with promising potential for treating a range of diseases.

Long Live Science: Sunscreen's Invisible Chemistry

POSTED BY: JOSEPH O'BRIEN

With summer fast approaching, there's no better time to discuss sunscreen. Americans for the most part understand that sun exposure is a major risk factor for skin cancers, the most common form of cancer. But do we truly appreciate the strength of invisible chemistry behind our everyday protection?

Marketing Notes: Karen Sparks Flashes Creative Briefs [Plus Free Guide]

POSTED BY: JULIET PRESTON AND KAREN SPARKS

Prep, science, right Q&A, best, options. It's easy to disregard graduate students. Sure, they don't always present well, typically strung out on caffeine and donned in sweatpants. But despite their rough edges, they can be quite endearing. In fact, tell them a periodic table pun (like, "My favorite type of liquor is halo-gin.") or simply buy them a beer and...
Before content development: How do I know if there is even demand for this content?

- LISTEN (talk to people, browse forums, past tradeshow experiences)
- Competitor analysis
- Social media analysis
After content development: How do I know it was successful?

- Tangibles vs. intangibles
- Micro and macro conversions
- Data significance
- Correlation vs. causality

This is where most people give up.
PLANNING AND MEASUREMENT

• Measuring ROI: Where there’s a will there’s a way
  • Leads, Opt-Ins and Sales
    • Who engages prior to the show
    • Who shows up at the booth
    • Who responds post show
  • $ Value of new visitors
    • Based on cost of paid equivalent
CONTENT MARKETING + TRADESHOWS
TRADESHOW + CONTENT MARKETING

The tradeshow experience and engagement period begins before the floor opens and extends after the doors close.

- Create content that engages your audiences before they get to the booth
- Show your engagement with the show at large
- Provide experiences that create advocates
- Repurpose scientific content created for the show to fuel engagement moving forward
SPECIFIC CONTENT TACTICS

Show-Specific Email Campaigns & Landing Pages

- Speak directly to your audience online
- Easily track show interest
- Provide gated content specific to the show for effective lead gen
SPECIFIC CONTENT TACTICS

Video Content

• Easy to consume as text articles
• Share “hype” clips ahead of the show to create awareness, tease presence
• Great way to engage before, during and after show
Social Content

- Real time story telling
- Hashtags can allow you to create your own community and join others (#Pittcon)
- Pre-show awareness > Show engagement > Post-show advocates
- Advertise via social channels
SPECIFIC CONTENT TACTICS

Update Your Website

• Reinforce the theme of the show through your content
• Reach an audience outside of the tradeshow
• Recruit experts from the show to create timely content for your site
SPECIFIC CONTENT TACTICS

Additional Tactics

• Industry Trend Reports
• Podcasts
• Show “Guides”
Repurposed Scientific Content

- Technical content can be easily repurposed to provide a rich asset library for ongoing campaigns
- Review poster and presentation content against business goals, look for opportunities to align with ongoing campaigns
- Develop campaign plans prior to show to maximize efficiency of asset repurposing
SPECIFIC CONTENT TACTICS

Repurposed Scientific Content

• Posters > Infographics & Blog posts
• Presentations > Webinars & Video library assets
• Booth Talks > White papers
**Content Calendar**

- Organize your internal efforts
- Develop a plan for implementation before, during, and after the show.
- A content marketing approach to a key event like Pittcon, can maximize the quantity and quality of your leads, build higher engagement with attendees and customers, and deliver ROI that continues to pay dividends long after the show has ended.

<table>
<thead>
<tr>
<th>DAY</th>
<th>TOPIC/TITLE</th>
<th>CONTENT/DETAILS</th>
<th>KEYWORD(S)</th>
<th>T PER</th>
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<tbody>
<tr>
<td>MONDAY</td>
<td>12 Revealing Charts to Help You Benchmark Your Business Blogging Performance (NEW DATA)</td>
<td>Explain importance of blogging and how to benchmark your efforts to guarantee success</td>
<td>business blogging, blogging benchmarks</td>
<td>Owner Of Marketer</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>Top SEO Tips Straight From the Industry Experts (INFOGRAPHIC)</td>
<td>Highlight SEO tips through expert advice while promoting complete guide</td>
<td>search engine optimization, SEO</td>
<td>Owner Of Marketer</td>
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<td>WEDNESDAY</td>
<td>How to Craft the Right Questions for Your Next Marketing Survey</td>
<td>Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices</td>
<td>marketing surveys, survey marketing</td>
<td>Owner Of Marketer</td>
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<td>THURSDAY</td>
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KEY QUESTIONS AND TAKEAWAYS
KEY TAKEAWAYS

- Choose your goals
- Goals → strategy → audience → content and channels
- Speak to your audiences’ needs
- Do what you can, it will make a difference
JP MORGAN CASE STUDY

The situation:

- Existing Asset: our 2014 Chemunity Post on JP Morgan was one of our best performing. Ever.
- Opportunity: the conference is purposefully exclusive – there’s no Website, no information online. There was a demand for more content, from attendees and beyond
- Relevance: our target audience – life science movers and shakers - attend in full force.

*We were getting the visits, but what did that achieve?*
Our resources:

- We had the digital proof-of-demand
- Insider knowledge (experience)
- An understanding of the challenge our audience faced
- We had a small window of time
- And competing agency needs

The plan was to create content that was unique, high-value, shareable, memorable… and emphatically CG
CHEMUNITY
Surviving the J.P. Morgan Healthcare Conference [Plus Insider’s Guide]
POSTED BY: ERIK CLAUSEN

Each January, the J.P. Morgan Healthcare Conference — perhaps the life science industry’s largest and most frenzied conference of the year — reliably draws thousands of investors and executives across the healthcare sector to San Francisco’s Union Square neighborhood. Hundreds of companies present their latest innovations and dreams in an attempt to please the capital and potential partners. In addition to J.P. Morgan Healthcare Conference, OneMedForum and PESI Conferences is a high density of biotech brainpower and capital.

The conference week is a mix of long days of press events, cocktail parties and networking events, networking receptions, days of sessions, and still a
Timing is everything
JP MORGAN CASE STUDY

Results:

- 15 Social Posts
- 9,036 Social Media Impressions
- 2.48% Social Media Engagement Rate
- 17,214 New Visitors
- 248 Social Media Interactions
- $0 Advertising
- 7,111 Views
- 10 New Links
- 1,741 Downloads
- 13 New Leads