

*EGOideas

Maximize Exposure at a Trade Show



Objective

A leader in character marketing, Artistic Toy wanted to introduce a new business development program to the company's client base at a regional trade show. Utilizing its new interactive Plush Toy powered by the EgoApps data management system, Artistic Toy was able to successfully model the program's concept while driving traffic to their booth.

Steps

1. Pre-show email blast introducing company and promotion had a 23% open



rate. 2. Reminder email blast prior to the Show had an 18% open rate. 3. Distributors registered their Interactive Plush Toy at the trade show booth for prizes. The registration process not only set the stage for follow up education & marketing opportunities; it took the place of scanning trade show badges, insuring the contact information gathered was correct.

Results

The company's website enjoyed a 20% increase in hits and a 140% increase in visits one week after the show. \$12,000 in orders were placed by prospects garnered at the show within the first 30 days.

A screenshot of a digital registration form. At the top, it says 'INTERACTIVE' in large red letters, with a small logo of a character in a red suit. Below this is a section titled 'Enter Your Toy Tag™ Code Here:' with three input fields: 'YOUR PIN CODE', 'YOUR NAME', and 'YOUR EMAIL'. At the bottom of the form is the website 'www.ToyTag.com'. A barcode is visible on the right side of the form.