

MAXIMIZE YOUR MARKETING 3.5

TRADE SPECIFIC FORUMS

Create a list of the trade publications people at your company and/or your customers read.

Now do the same for trade shows and conferences (virtual or in-person). Where do your customers go to learn about the industry and network?

Finally, list the industry associations that your customers join. (These are often a source for publications, shows, and conferences.)



PRO TIP!

REVISIT THIS EXERCISE ANYTIME YOU ARE TARGETING A NEW MARKET OR TYPE OF CUSTOMER FOR YOUR PRODUCTS.

Now that you have some publications, shows, and conferences in mind, watch the video for some tips and additional information. Here are some highlights of the tips mentioned in the video:

TRADE PUBLICATIONS

- Make sure you read the publication yourself before approaching the editors for a placement. Notice the types of articles that are submitted by people in the industry and what qualifications they have.
- Check the published editorial calendar, if there is one.

TRADE SHOWS

- Shows can be costly. Make sure you visit before exhibiting and take advantage of low-cost regional or online versions of some of the bigger shows.

CONFERENCES

- There is typically a long lead time for speakers at big conferences so make sure you watch for notices about calls for papers or speakers.
- People typically start out in smaller breakout sessions before moving up to keynote addresses.

