



AS AN EXHIBITION MANAGER, HOW TO SEND THE INVITATIONS TO YOUR CUSTOMERS?

BY HAYDEN

Exhibition promotion today has become a very popular way to show the newest information to the public. But the cost of the exhibition promotion is huge, even more expensive than the TV advertisement. However, even though this is very expensive, some companies cannot reserve the place in a very famous exhibition.

Just for the famous exhibition, companies may come to show. Some small exhibitions are hard to sell the positions or exhibit place. I, as an exhibition manager, how to promote my exhibit places to other customers?

In my mind, people want to let the public know their products, and they should first make sure their products have the high quality. And then beyond your confidence, you can promote your products from Internet (the virtual world) and the society (reality world). For the society, some small industry cannot afford the high advertisement fees. So just some leaflets or some small range promotion could be fit the taste of the small industry. As we know, this kind of promotion is not very efficient. In other words, sometimes it is wasting time.

I want to emphasize on the on-line promotion, the virtual promotion, from Internet. The Internet has brought us the revolution. Some small industry can make the Internet promotion available. It is easy. For me, an exhibition manager, I want to show you some examples to promote my exhibit places.

I used the email marketing to promote my exhibit rooms. The story will come soon.

When my exhibition met the obstacle of promotion, I surfed on the Internet to find some solutions. Once I Google "marketing solution", the browser leaded me to iKode Newsletter, which is an email marketing solution especially for the small industries which didn't have enough money. And I came to an idea to open the extensive marketing.

I could sell the email marketing to my customers, and they could use this way to promote the exhibition to their clients via emails or newsletters. That means I could provide the customers the promotion way. Once the attended people come to crowd, I could also open an exhibition for my customers to show their products. The promotion way and the promotion rooms were already, the next step was letting the public know to count the money indoor.

However, if without the effort of iKode Newsletter, I could not make the marketing successfully. The biggest advantage of iKode Newsletter was the numerous of sending newsletters. So if I purchased the site edition, I could give my each customer a newsletter sending ID and sold

them some value points. SAAS service could also be provided by iKode Newsletter X. Just configure the server setups, my customers could send their newsletters from my server.

\$30 for one month, \$500 for one year, 10000 newsletters sending points. When after one year, not only got the software fee back, but also earned huge money for myself and my exhibition. You could image how many customers I had, how many rooms I could sell. But this software only cost you no more than \$1000.

Therefore, whether other kinds of industries could use this way to increase the profit or promotion? I want everyone to try and give me some advices.