Manual | Inviting clients and prospects in My Easyfairs

Welcome to the second step in My Easyfairs. You have successfully completed the first step in My Easyfairs (Managing your online profile) and based on the information you provided, you can now proceed with the next step; **Inviting clients & prospects.** In this step, you can influence the quality of the visitor yourself. You can invite the target audience that matters to you, you can download the marketing materials with which you can make your participation known at different locations, and you can keep track whether a visitor has registered based on your invitation or on your invitation link.

''Inviting clients & prospects'' consists of three steps. You can choose to go through the individual steps separately. At this step in My Easyfairs, you can consult and apply several steps simultaneously. To support step 1, for example, you can use the marketing materials from step 3. Click on the step and view the explanations per part.

Step 1: Invitation

Step 2: Registered visitors

Step 3: Marketing materials

Let's go!

Once you are logged into My Easyfairs, you click on "manage stand".

You will be directed to the overview below. You see a timeline with the following steps that are available in My Easyfairs:

- Manage your online profile
- **Inviting clients and prospects**
- Preparing stand
- The show itself
- Monitor performance
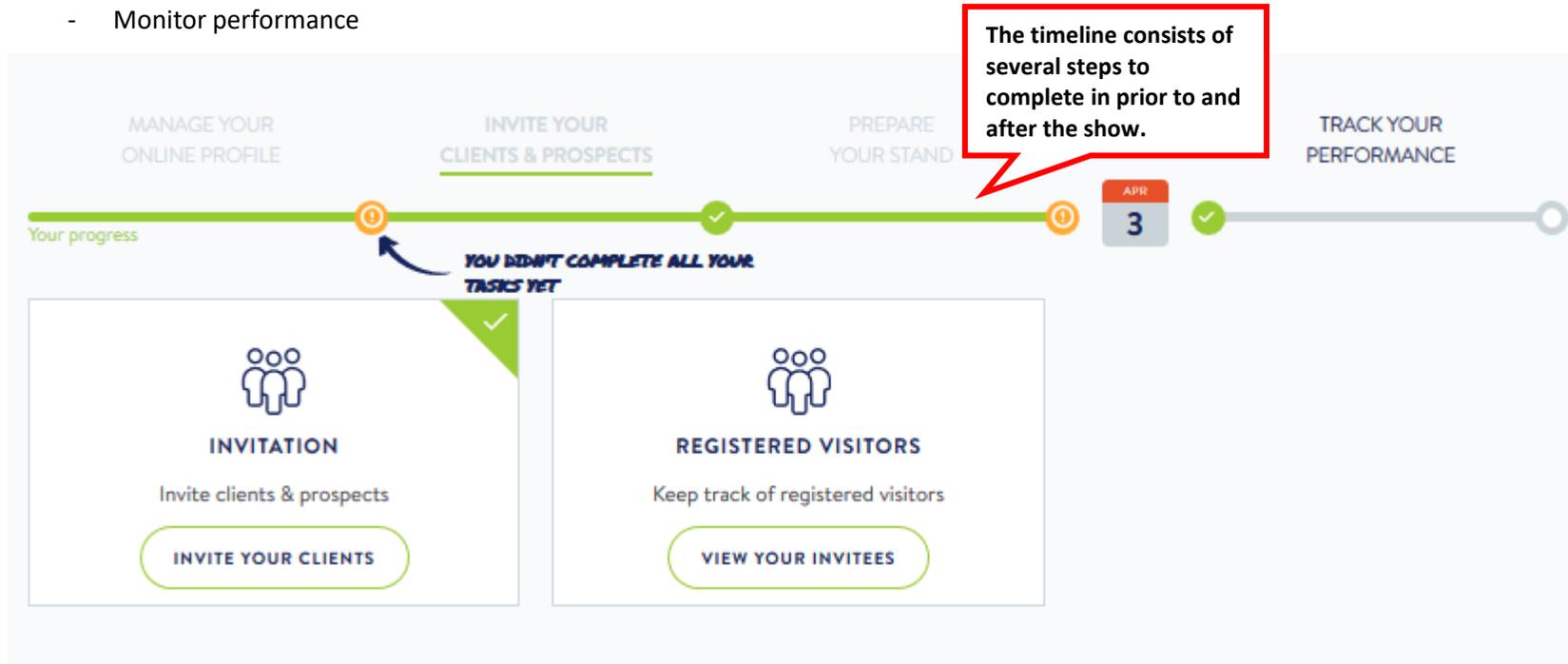
Step 1: Invitation

The step "Invitation" contains your personal digital invitation link. This link is unique for you as an exhibitor, so you can easily find out which visitor has arrived via a digital invitation from you.

Copy this link and paste it, for example, after your email signature, the banners you are using online, on your website, or after a digital invitation you are sending out. Of course, you can use your own materials for this, but Easyfairs also provides materials that you can use for inviting business relations. Would you like to immediately use the materials provided by Easyfairs? View and download the materials at the third button with the name "Marketing materials".

As you can see, you can create more unique links when needed. You will be directed to N200, where the "invite" button lets you add links via the "add " button. When you click on **''click here for help''** in the screen above, you will see the N200 manual on creating unique registration links. You can always consult this for additional information.

Why create extra links?
Creating extra links can be interesting, for example, when you want to be able to measure exactly which online message has generated the most visitors. This way, you can link a unique code to each message and see afterwards whether, for example, the banner in your email signature or the banner on your website has generated the most visitors. This can be interesting information when, for example, you are deciding on your marketing efforts for the next fair participation. To measure is to know!

Step 2: Registered visitors

We continue with the second step in "Inviting Clients and Prospects". By now, you have actively and enthusiastically distributed your unique registration link(s) via various digital channels. Now, it's time to see which of your relations has requested a ticket via the registration link(s) distributed by you. This way, you can already make appointments at your stand with interested visitors, even before the event you are participating in gets started. This way, you already generate interesting leads for your participation!

Step 3: Marketing materials

At the heading "Marketing materials", you can download the marketing materials provided by Easyfairs. These include digital invitation cards, banners, and other digital marketing materials. You can use these materials in combination with your personal registration link that you can find at "Invitation".

Marketing material

Marketing material

Discover tips & tricks to promote your participation

In the marketing material overview you will find all available marketing materials produced by the marketeers of the show.

Name	Actions to be taken	Deadline	Status
Social media template nl	Social Media plan	03/03/2019	!
Social media template en	Social Media plan	03/03/2019	!
nieuwsbrief template	Nieuwsbrief sturen naar klanten en relaties	15/03/2019	!
Newsletter template en	Newsletter to invite relations to your stand	15/03/2019	!
Logo	Plaats het logo op uw website, in een nieuwsbrief of in uw handtekening	None	!
Banner bezoek onze stand		None	!
Banner bezoek onze stand smal		None	!

When you click on the materials in the list, you will be directed to the overview below, in which it is clearly described which action you need to take and what the current status of that action is.

Marketing material

Newsletter template en

Example newsletter to invite customers and relations to your stand

Actions to be taken: Newsletter to invite relations to your stand

Deadline: 15/03/2019

Status: ⚠ To do

Step 1: Download the document

Download the document by clicking the button below

DOWNLOAD

Step 2: Upload your version

Upload the completed and/or signed document by using the field below

Drag file here   Select file...

UPLOAD DOCUMENT