
Campaign Idea for Acetech Exhibition



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01.

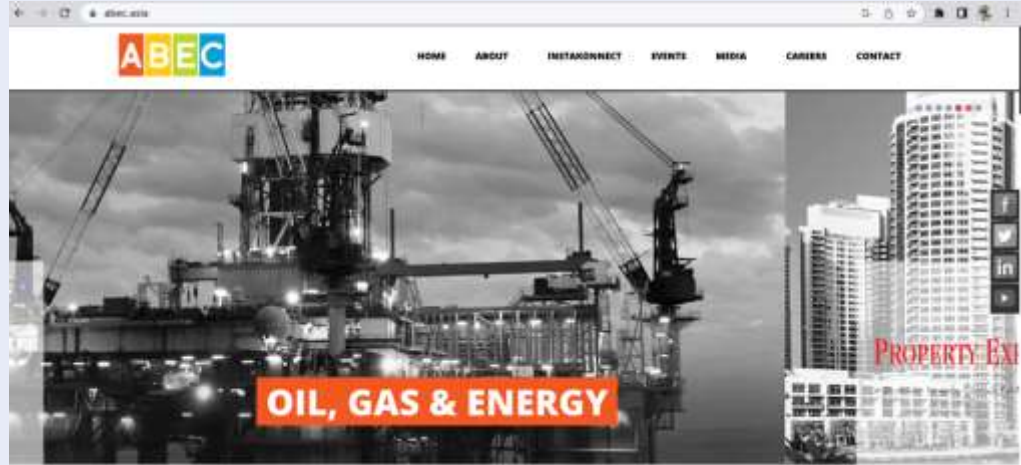
Website Analysis



Website Analysis of abec.asia

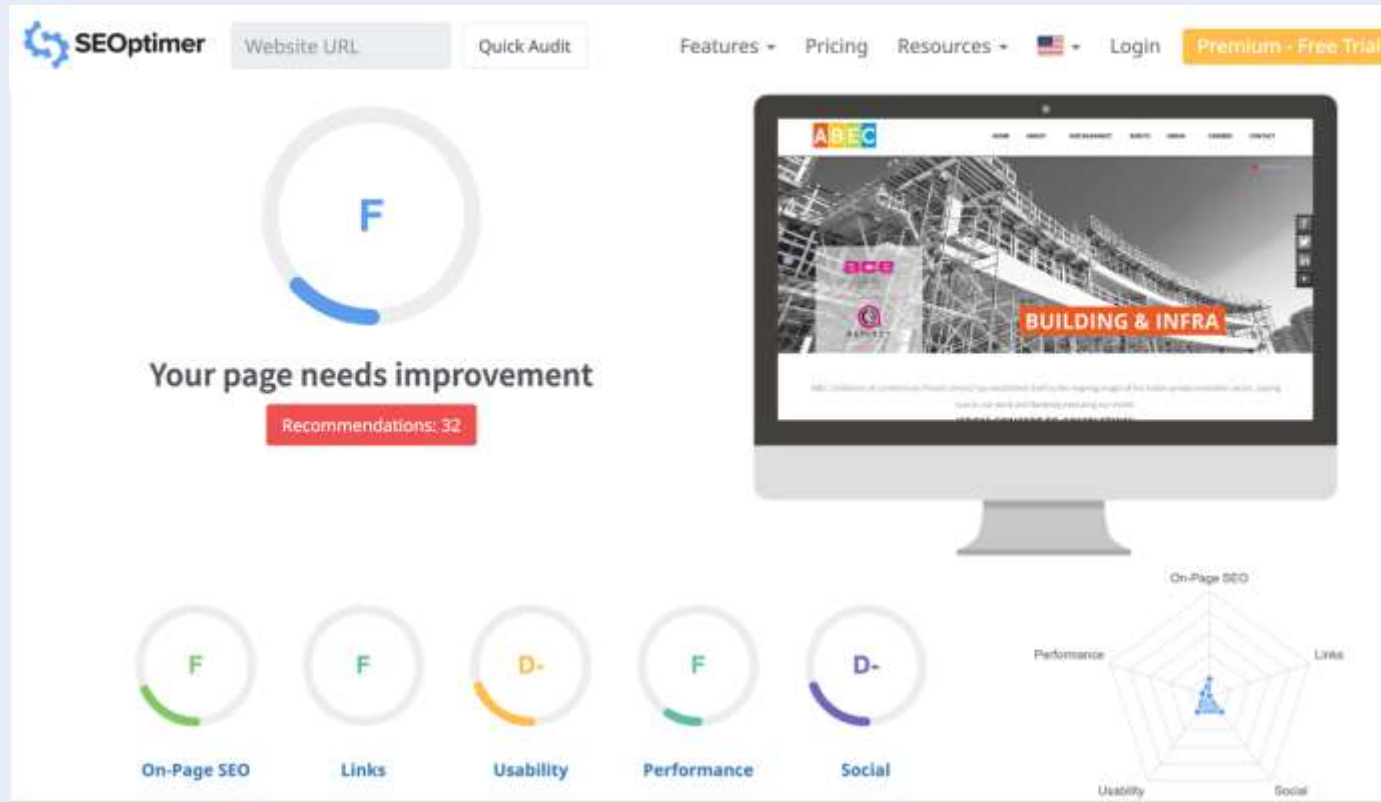
Basic Analysis

- The ABEC website is well-designed and easy to navigate.
- The homepage features a large banner image that showcases the different industries that ABEC does exhibitions for.
- The navigation bar makes it easy to find information about other events, the company, and contact information.



- The website could use more content, such as blog posts, case studies, and white papers. This would help to attract and engage visitors, and it would also help to improve the website's search engine ranking.
- The website could use more social media integration. This would make it easier for visitors to share content and connect with the company on social media.
- The website could use more CTAs throughout the website, encouraging visitors to take action, such as registering for an event or contacting the company.

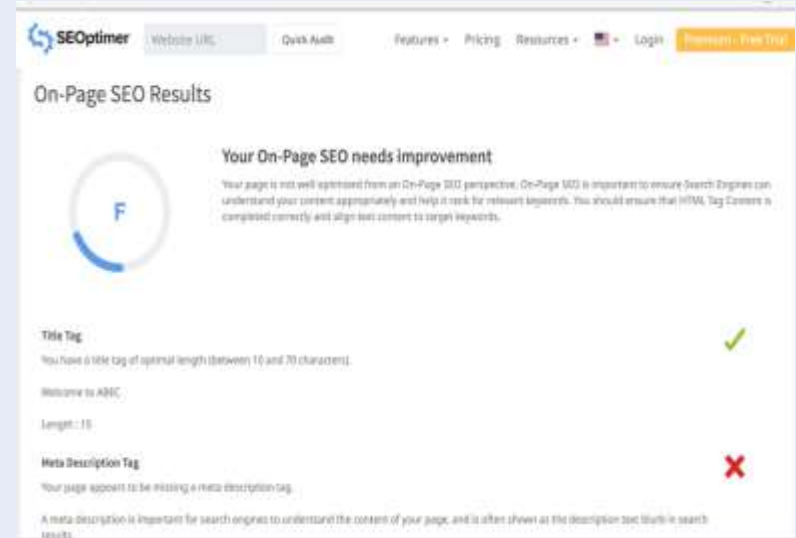
Website Analysis using SEOptimer



Few of the recommendations

To improve SEO:

- Shorten the title tag to less than 60 characters
- Add a meta description that summarizes the page content and contains keywords
- Add an H1 tag that describes the main topic of the page
- Add a canonical link to avoid duplicate content issues
- Add schema.org markup to enhance the search engine results
- Create and submit a sitemap file to help search engines crawl your site
- Create and upload a robots.txt file to instruct search engines how to access your site
- Add alt attributes to all images to describe their content
- Add anchor text to all links to make them more descriptive



Few of the recommendations

To improve usability, we should:

- Optimize the mobile rendering of the site using responsive design techniques
- Add a viewport meta tag to control the layout on mobile devices
- Add a favicon to make the site more recognizable
- Increase the font size of some text elements for better readability on mobile devices
- Increase the size and spacing of some tap targets for better usability on touch screens

To improve performance, we should:

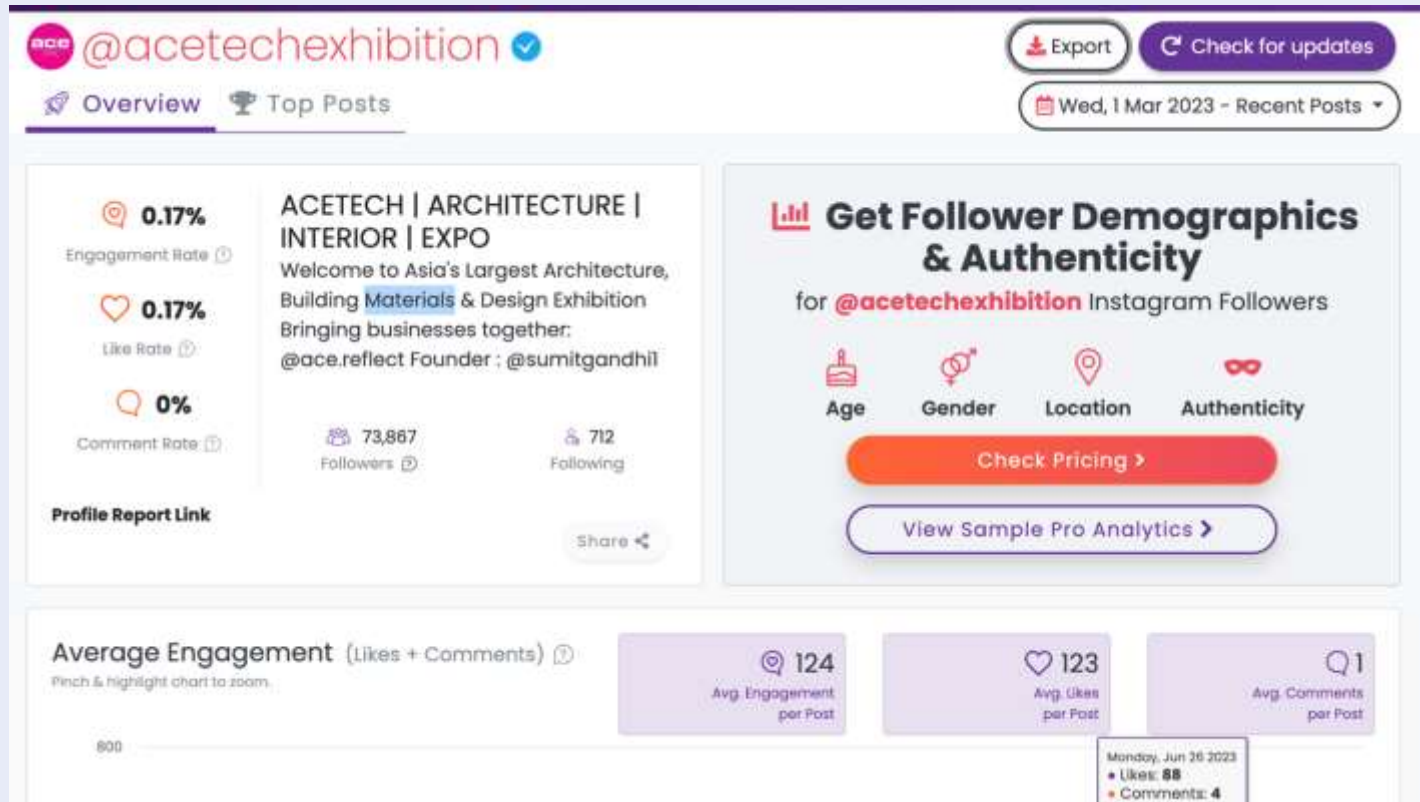
- Reduce the page load time by optimizing the server response time, caching static resources, and using a content delivery network (CDN)
 - Reduce the page size by minifying HTML, CSS, and JavaScript files, optimizing images, and removing unnecessary code and comments
 - Reduce the number of requests by combining and inlining some resources, using sprites for icons, and avoiding redirects
 - Enable GZIP compression to reduce the bandwidth of your site
 - Enable HTTP/2 protocol to improve the speed and efficiency of data transfer
-

02.

Social Media Analysis



Social Media Analysis



Key Insights from the Analysis

Insights

- Facebook has the highest engagement rate and followers among the three platforms, followed by Instagram and LinkedIn.
- The top posts on Instagram and Facebook are similar, featuring images of the exhibition and its participants. The top posts on LinkedIn are more focused on the awards and recognitions given to the exhibitors.
- The content on all three platforms is consistent and relevant to the theme of architecture, construction and engineering technology.
- The tone of the posts is professional and informative, with some use of hashtags and emojis to add interest and appeal.
- LinkedIn lacks content and appealing posts which are essential in order to grow a B2B Business model and generate more leads.



03.

Campaign Idea



Campaign Idea

#DesignConnect: Unleashing Innovations at ACETECH Exhibitor Promotion

❖ *Campaign Description*

#DesignConnect, a comprehensive campaign to position ACETECH Exhibitor Promotion as the ultimate platform for connecting industry professionals, fostering innovation, and driving business growth in the architecture, building materials, and design sectors. The campaign will highlight the power of collaboration, networking, and knowledge sharing in shaping the future of the built environment.

Key Elements of the Campaign:

1. **Captivating Visuals:** Engaging visuals showcasing iconic architectural structures, innovative designs, and cutting-edge building materials will be used across various advertising channels, including print ads, digital banners, social media posts, and email newsletters. These visuals will pique the interest of the target audience and create a lasting impression.
 2. **Social Media Engagement:** A robust social media strategy will be developed to promote ACETECH Exhibitor Promotion on popular platforms such as Facebook, Instagram, LinkedIn, and Twitter. Engaging content, including sneak peeks of exhibitors, interactive polls, expert tips, and success stories, will be shared to drive engagement and build excitement.
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Key Elements of the Campaign:

3. **Influencer Collaborations:** Partnering with influential architects, designers, and industry leaders in India will significantly enhance the campaign's reach and credibility. These influencers will create compelling content, share their experiences, and actively promote ACETECH Exhibitor Promotion to their dedicated followers, further expanding the event's visibility and impact.

4. **Knowledge Exchange Sessions:** ACETECH will organize insightful seminars, panel discussions, and workshops led by renowned experts and thought leaders. The campaign will highlight these knowledge-sharing sessions, emphasizing the opportunity for attendees to learn from industry stalwarts, gain new perspectives, and enhance their professional skills.

5. **Virtual Platform Promotion:** Recognizing the growing importance of virtual experiences, the campaign will focus on promoting ACETECH's virtual platform, allowing attendees to access the event remotely. The campaign will highlight the convenience, flexibility, and global reach offered by the virtual format, ensuring that a wider audience can participate and engage with the event.

6. **Early Bird Offers and Discounts:** To incentivize early registrations, the campaign will introduce exclusive early bird offers, discounts, and packages for exhibitors and attendees. These limited-time promotions will create a sense of urgency and encourage stakeholders to secure their participation in the event.

04.

Target Audience



Target Audience for the Campaign

Primary Target Audience:

1. **Architects:** Professionals involved in designing and planning structures, including residential, commercial, and public buildings.
2. **Interior Designers:** Experts responsible for creating functional and aesthetically pleasing interior spaces.
3. **Builders and Contractors:** Individuals and companies engaged in construction and project management.
4. **Developers:** Real estate developers involved in the creation and management of residential, commercial, and mixed-use properties.
5. **Manufacturers of Building Materials:** Companies producing materials such as cement, steel, glass, tiles, lighting, and HVAC systems.
6. **Design Professionals:** Professionals specializing in various design disciplines such as landscape design, furniture design, lighting design, and sustainable design.



Target Audience for the Campaign

Secondary Target Audience:

- 1. Suppliers and Distributors:** Companies providing construction materials, furnishings, fixtures, and equipment to the industry professionals.
- 2. Government Agencies:** Government departments and agencies involved in urban planning, infrastructure development, and building regulations.
- 3. Consultants and Advisors:** Professionals offering specialized services such as architectural consulting, sustainability consulting, and project management.
- 4. Real Estate Professionals:** Real estate agents, brokers, and investors who collaborate with architects and designers for property development.
- 5. Industry Associations:** Trade associations, professional bodies, and industry forums focused on promoting best practices and networking opportunities.



05.

Budget



5L to 10L+

Estimated Budget for 1 Month

300 to 500

Estimated Leads

2K to 12K

Average Cost Per Acquisition

Campaign Budgeting

1. Average Paid Campaign Amount:

- As a general estimate, for a 1-month digital campaign with a moderate budget, we can allocate around INR 5 lakhs to INR 10 lakhs or more.
- This budget should be divided between different channels, including search engine advertising, social media advertising, display advertising, and email marketing, based on their relevance and effectiveness for the target audience.



2. Leads Generated:

- The number of leads generated will depend on various factors, including the reach and targeting of the campaign, the effectiveness of the messaging and creative assets.
- A well-optimized campaign with a moderate budget can generate anywhere from 300 to 500 leads or more, depending on the industry and target audience.

3. Cost per Lead (CPL):

- As an estimate, the cost per lead can range from INR 500 to INR 5,000 or more, depending on various factors mentioned earlier.
- NOTE: A higher-quality lead with a greater potential for conversion may have a higher CPL.



4. Cost per Acquisition (CPA):

- The CPA can vary widely depending on the complexity of your sales funnel, the value of your products/services, and the industry average.
- As a rough estimate, the CPA can range from INR 2,000 to INR 12,000 or more.

Note:

These estimates are provided as general guidelines, and the actual results can vary significantly depending on the unique factors of the campaign.

It's important to do A/B testing and keep up with the trends and implement new collaborations and appealing techniques in order to get the best results.



06.

Resources





Resources and References:

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 - (10) The 12+ Best Web Analytics Tools to Improve Your Site - Hotjar. <https://www.hotjar.com/web-analytics/tools/>.
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 - (12) SEOptimer Tools. <https://www.seoptimer.com/free-tools>.
 - (13) Bard, ChatGPT, BingAI, GoogleTrends, etc.
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Thank you

Do you have any questions?

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