

Exhibition Marketing



A media overview

Marketing



- Marketing is defined by the American Marketing Association as *"the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."*
- Marketing Mix: Product – Price – **Promotion** – Distribution
- Promotion
 - Above the line - Paid for space to expose your message (Advertising)
 - Below the line - Subtle marketing aspects such as sponsorship, endorsements, public relations, merchandising etc.
 - Publicity – A deliberate and planned attempt to get media coverage by a publicist or Public Relations Specialist (PRO)

Exhibition Types



Exhibition type determines Marketing Strategy

- Consumer Expo
 - Consumer/Public Media
- Trade Expo
 - Trade/Specialist Media
 - Direct Marketing
- ConFex

Dual Marketing



All exhibitions promote on two fronts

- Exhibitors
 - Hard sales with possible trade media back-up
- Visitors
 - Marketing strategy according to target market

Target Market



Target market description defines Marketing Plan

- Target market description should contain Demographics and Psychographics
- **Demographics** - Gender, race, age, income, disabilities, mobility, education, home ownership, employment status
- **Psychographics** - Also called IAO variables:
Interests, Activities, and Opinions

Marketing Plan & Budget



The Marketing Budget is one of the most crucial elements of Exhibition Planning

- Reach
- Penetration
- Frequency

Media Types



- Print
- Radio
- TV
- Outdoor
- Online
 - Internet
 - Social Media

Print



- Magazines
 - Consumer
 - National
 - Local
 - Trade
 - B2B
 - Industry
- Newspaper
 - National
 - Regional
 - Trade
- Leaflets & Flyers

Radio



- **National**
 - Wastage Factor
- **Regional**
 - Station Profile

Television



- National
- Satellite
- Regional

○ Production Cost Consideration

Outdoor



- Billboards
 - Static
 - Moving
 - Trailer
 - Taxi
 - Public Transport
- Bus Shelters
- Posters
 - City Councils



Online/Electronic Media



1	news24.com	2,155,863
2	MSN MSN	1,839,276
3	Hotmail MSN	971,414
4	mweb.co.za	913,007
5	News24 South Africa	893,595
6	Independent Online	872,758
7	mweb.co.za	796,786
8	Sport24	788,263
9	Webmail	660,495
10	junkmail	538,459
11	SuperSport.com	529,985
12	Times LIVE	520,740
13	fin24.co.za	475,095
14	Beeld	464,083
15	yellowpages.co.za	450,007
16	Private Property	446,245
17	AutoTrader.co.za	427,261
18	Vodacom4Me	398,416
19	Sowetan	395,227
20	careerjunction.co.za	391,548

Nielsen Online – Local
Internet July 2010

566 Sites

Unique Browsers

Market Aggregate

11,188,188

Online/Electronic Media



- Internet
 - Own Website
 - SEO
 - Promailer/Newsletter
 - Other Websites
 - Social Media
 - Facebook
 - Twitter
 - MySpace
 - Orkut
 - LinkedIn

Online/Electronic Media



Nielsen Online – Local Mobi July 2010

83 Sites

1	SuperSport Mobi DStv	718,484
2	Independent	460,079
3	24.com Mobile	414,993
4	The Grid Mobile Vodacom	270,895
5	Soccer Laduma Mobile	193,163
6	Junk Mail Mobile	148,365
7	JobMail Mobile	108,970
8	MWEB - Mobi	79,751
9	Times Mobile	71,010
10	MyBroadband	69,564

Unique Browsers

Market Aggregate

2,763,704

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Thank You