



The Social Trade Show: Leveraging Social Media and Virtual Events to Connect With Your Customers (Que Biz-Tech)

Traci Browne

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Today's new social and virtual platforms and technologies can help you transform the way you market through tradeshows, exhibits, and events - helping you supercharge performance on every metric that matters to you. **The Social Tradeshow** is the first practical guide to using these new tools to reach more prospects, close more sales, and earn more profits. Renowned industry consultant and thought leader Traci Browne covers every step of the process, revealing what works (and what doesn't). She offers practical advice, realistic examples, and actionable ideas for companies of all sizes, in both B2B and B2C markets. Discover how to:

- * Create goals, measurable objectives, and strategies
- * Identify the tools and techniques most likely to work for you
- * Integrate social media and virtual events with existing pre-show, at-show and post-show tactics
- * Avoid older "virtual" techniques that have been proven to fail
- * Make the most of live streaming, video interviewing, mobile polling, and other innovations
- * Expand and enhance your community of customers and prospects year-round
- * Demonstrate the value of social media to key decision-makers

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