



5 Ways to Use Twitter at Tradeshows

Fast, free, 140 characters at a time. That's Twitter. This popular social medium offers a way to broadcast text messages to a theoretically limitless number of followers. The messages can be read on the Twitter web site or on the users' cell phones. Because it can be updated so rapidly, it's a great tool for generating buzz and sharing late-breaking information.

Before the show, start following all your current customers on Twitter, and make sure your profile page is informative, with links back to your web site. Mention your Twitter feed prominently in emails, ads, booth information, and your website.

On the trade show floor, Twitter can combine a number of functions. Here are five for you to consider using:

1. Alarm clock.

"Our new product demonstration starts in ten minutes at Booth 1B." You can also broadcast last-minute schedule changes.

2. Coupon.

"Get a 10% discount on new orders when you mention this tweet."

3. Megaphone.

"Look what's happening now!" Send out a link to your web page or a video.

4. Ear to the ground.

"Stopped by Booth 1B. Great new product!" or "Couldn't get anyone's attention." Monitter tracks tweets that mention the keywords you specify. You can get almost instant feedback on the effectiveness of your booth, and you can correct any problems right away.

5. Lead generator.

Twollow automatically scans all tweets for the keywords you specify. It's a great way to find people interested in your products.



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