

New Guide Outlines 17 Key Tips To Optimize Industrial Trade Show Results In The Internet Age

Ed Marsh of Consilium Global Business Advisors announces a new guide to help industrial manufacturers match their show activities to new buyer expectations

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-- Inbound and [industrial content marketing](#) types have claimed for several years that industrial trade shows were racing toward obsolescence. Like Mark Twain's, trade shows' demise has been prematurely reported. In fact statistics regarding attendance and exhibitors indicate that key industrial trade shows are growing.

However buyers now attend with different expectations. Just as the internet has fundamentally changed the way buyers research their challenges and search and evaluate solutions, it's also changed their objectives and interactions at shows.

"Buyers used to attend industrial trade shows to 'learn what's new' and see things that they wouldn't discover in big green bound industrial buyers guides" says the guide's author Ed Marsh, an expert on [marketing for manufacturers](#) and founder of Consilium Global Business Advisors, LLC.

He continues, "Today shows are way too big to just randomly 'walk the floor' and buyer's expect expertise and interaction. They can find specs and machines online without the hassle and cost of travel."

That means that the "booth babe" days of getting prospects to stop in your booth are gone. Sophisticated, interactive displays combined with efficient marketing automation follow up and top technical and business expertise in the booth are the core ingredients for success.

This new guide, 17 Tips to Optimize B2B Industrial Trade Shows lays out a comprehensive, step-by-step formula from early planning to post show follow up which [industrial marketing](#) and B2B sales teams can follow for improved lead generation and conversion.

Including tips on segmented email marketing, marketing automation, lead collection, offer creation and data mining, this guide provides the bridge from traditional approaches which are inadequate for today's environment to technology infused hacks which improve the visitor experience and return on the show investment.

Marsh notes "Manufacturers are right that trade shows remain important, but many of them fail to



recognize the fundamental ways in which buyers expectations have changed and the role of technology in supplementing the booth experience.”

For many SMB manufacturers trade shows represent the bulk of their marketing budget. It’s critical that capital equipment and OEM industrial manufacturers adapt their show approaches to improve the return on that critical and substantial part of their P&L.

The Industrial Trade Show Guide can be downloaded at

<http://strategy.consiliiumglobalbusinessadvisors.com/improving-results-for-industrial-trade-shows-in-the-internet-age>

About Consilium Global Business Advisors: Consilium assists American manufacturers in applying process excellence to their business development. In other words we help lean, well managed companies with rock solid bottom lines effectively and consistently grow their top lines to match. We work primarily with mid-size industrial manufacturing companies, guiding them through a journey of designing and executing business grade B2B inbound marketing and focused, profitable global market expansion.

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