

OH!

MARKETING™

RESULTS!

THE INDUSTRY

Trade Show & Exhibition

THE STRATEGY

Differentiation, Brand Awareness, Lead Generation & Conversion

THE RESULT

From \$4m to \$5.3m in 8 months



\$4MN TO \$5.3MN IN 8 MONTHS

CLIENT CASE STUDY

GOALS SET

FINANCIAL KPIS

- \$4mn - \$6mn turnover in 2 years
- 50% gross profit

MARKETING KPIS

- Increase leads and “win back” past clients to increase market share
- To fill quiet times with other areas of business
- Expand clientele base and average spend per client

\$45,000 INVESTMENT

RESULTS

- **Financially** – \$4mn - \$5,3mn in 8 months
- **Gross profit** – remained at 50%
- **Conversion rate:** 39% to 42% to 45%
- **Average client spend increase** – \$150,000 to \$500,000 (because now used the same display for a pop up stand, for an external event with suppliers and customers, took it National and used it for inhouse showrooms as well)
- **Google rankings lifted.**
- **Expansion into new international markets.**
- **Expansion of product range and services** increasing efficiency.

REVENUE GENERATION MODEL USED

REVENUE GENERATION MODEL



CHANNEL WINS

- Facebook advertising– spent **\$50** – **resulted in over \$250,000** worth of business
- A “touching base” newsletter resulted in a **\$150,000 job** as the previous marketing manager had moved to a new company so new business was won.
- A LinkedIn post was seen by one of the new contacts we had connected with – she saw we had worked with the company 2 years previously and came straight over - **\$110,000.**



OUR FINDINGS AND OMNICHANNEL MARKETING APPROACH

AN OMNICHANNEL APPROACH

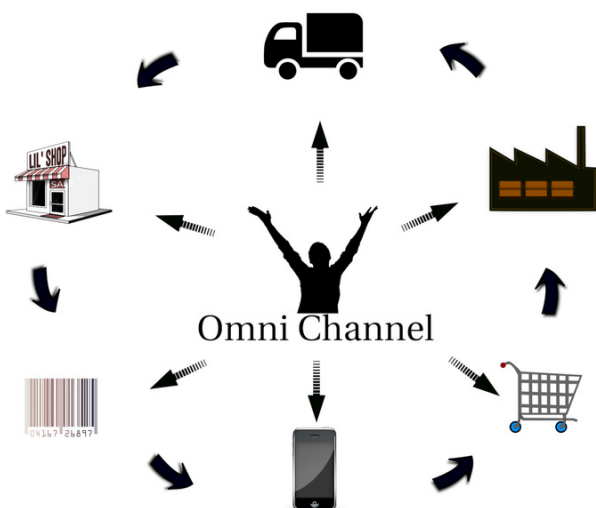
WE SET UP AND ALIGNED THE
FOLLOWING CHANNELS:

LinkedIn + articles
Facebook + ads
Videos + Photography
Monthly newsletters
Email nurture sequence
Website blogs
Organic keywords
Google My Business

IMPORTANT FINDINGS



- We established the clients were aiming for higher end customers however it was more profitable and “less painful” dealing with clients sitting in a spending bracket in the mid-range.
- Product Mix - we established the clients’ product mix was not simply just exhibition/ display trade show stands – it was providing “Brand Solutions” and therefore enabled them to increase the average spend per client offering vertical sales rather than simply horizontal sales opportunities.
- We provided the sales team with a new sales process on how to promote the new product offering.
- One particular event worth \$500,000 was not worth it, they cancelled it – yet replaced the business with another client of more value and profit.





STEPS TAKEN

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Step 1: Differentiation

- Established the “new feel” for the brand messaging
- Developed the new product and service mix offering
- New Clientele base targeted

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Step 2: Built Brand Awareness

Note: Marketing plans/ themes were developed 3 months in advance based upon revenue goals required, themed based on the marketplace and rolled out accordingly. All graphic design, imagery, content and campaigns were supplied by OH! Marketing.

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Step 3: Lead Generation

- a) We developed website “lead magnets” to acquire new client emails for the database and put them through the nurture sequences to then pass onto the sales team to contact and convert. These were educational downloads promoted across all pipelines.
- b) Facebook advertising targeting specific show clients (i.e pool show) across certain States was implemented.
- c) Continued monitoring social media channels on a daily basis, continuous connecting with potential clients, responding to requests (passing on to sales team when needed).
- d) We designed and developed an augmented reality brochure as a new marketing tool to send out to potential clients and for the Directors to take overseas with them.

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Step 4: Conversion to the next level

Unfortunately, Covid hit and at this stage the team went into maintenance mode.

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Step 5: Ensuring we kept on track

- Monthly meetings with the Head of Sales were held
- Quarterly meetings with the Directors held
- Monthly reports for all pipeline metrics and growth figures