



easy for the customer to contact you with questions they may have or feedback they want to give by including an inquiry form somewhere in the ecommerce section.

#### Tip 4- Easy Online Payment

To ensure that customers are going to buy online, there are several things that your ecommerce site should address and take into consideration. First, make it easy for the customers to purchase online by accepting many different forms of payments including credit card orders via the site, email, fax, or phone or through a check or money order by mail. Studies show that consumers concerns about security when purchasing online has hindered the growth of online purchasing. Eliminate security concerns that a consumer may have about purchasing on your site by communicating to consumers the measures that your site takes to prevent security fraud. Include your policy about secure shopping somewhere in the ecommerce section of the site detailing how you safeguard their data. Also, notify the consumer when they are entering a secure section of the site so they feel safe about entering any confidential information.

#### Tip 5- Cross-sell products

A great way to increase product sales on your site is by cross-selling other products when a purchase is being made. During the checkout process, make recommendations of products which compliment the content in their shopping cart. For example, if a consumer is making a purchase on a clothing site, suggest a great pair of pants to go with the shirt they are buying. Instead of making the consumer navigate the site to find a complimentary product, make it easy and efficient by providing recommendations at the point-of-purchase. Consumers are more likely to purchase additional products when they don't have to spend time the time looking through all of the product pages for a complimentary product.



### Skae Beverage turns over a New Leaf

Skae Beverage International, LLC just recently introduced a new line of 100% natural beverages, New Leaf Teas. New Leaf Tea's are available in six different flavors, Green Tea with Ginseng, Green Tea with Plum, White Tea with Honey Dew, White Tea with Ginseng and Honey, White Tea with Grapefruit, and White Tea with Ginger.

Skae Beverage wanted to offer consumers a unique beverage by providing both flavor and good health. The majority of beverages offered on the market are either high in flavor and are high in calories or are low in calories and low in flavor. New Leaf Tea's were able to combine the best of both worlds by using a more natural sweetener, evaporated cane juice, to increase flavor and reduce the calories in each drink between 60 and 75.

Skae Beverage knew that New Leaf Tea's were a great product; however they still needed an exciting way to inform consumers. Skae Beverage turned to Lounge Lizard Inc. to design labels for New Leaf Tea's that would make their beverages jump off the shelves catching the attention of customers and informing them of the tea's health benefits.

New Leaf Teas are now available on the East Coast.

talk about some other forms of tradeshow marketing such as search engine optimization, banner advertising and email newsletter sponsorship, public relations, hotel advertising, and at the show promotions.

One great way to market your event online is through the design and development of a Website or landing page built specifically for your event and targeted at event attendees. The Web page should include details of the show, booth location, benefits of meeting with your company, and a promotion or offer that is only redeemable at the show. The site should also include a method for capturing the contact information and profiles of visitors from your Web page in order to develop a highly qualified database directly from the site. Other value-added items to feature on the site would be to initiate a live Web case from your site to allow prospects, press, and others who were unable to attend to visit your exhibit at the show or following the show to post photos and event news on your site to entice them to visit a future event. Include the Website URL in all offline and online marketing communications materials in order to educate attendees on your company prior to the show.

Another effective way of marketing your tradeshow booth is through pre-show mailings that target event attendees. According to Exhibits Galore, surveys show that direct mail can influence 29% of newcomers and 53% of previous tradeshow attendees. Most show organizers will rent you the list prior to the event in order to allow exhibitors to initiate a pre-show mailing. Tradeshow exhibitors should initiate the campaign four to five weeks prior to the event in order to be the most effective and memorable to the attendee. The mailing needs to include a direct response component that encourages a visit to your tradeshow booth. One way is by offering something the attendee will have to bring to the booth to redeem, this helps to drive traffic as well as measure

effectiveness. Offer a value-added item such as a low-cost promotional giveaway or service consultation. Once at the booth capture the data on visitors to utilize for follow-up and future marketing communications campaigns.

The pre-show mailing should also be used in collaboration with an email marketing campaign in order to maximize exposure and increase visibility by tradeshow attendees. Send an eCard to attendees, an email invitation inviting them to visit your booth. Include a direct response component in the eCard as well, such as a low-cost promotional giveaway or service consultation, encouraging a visit to your tradeshow booth in order to redeem. The email should also include a viral component to maximize exposure. The great things about email marketing is that responses to invitations are instantaneous, allowing you to measure the effectiveness of the email marketing campaign for future campaigns.

The completion of this article, "How to Drive Traffic to your Tradeshow Booth - Part Two", will be featured in the May edition of Inside Track to ROI.