Digital Media Calendar for your Exhibition Booth

	3 weeks before the show	2 weeks before the show	1 week before the show	The Show Week Day 1 to Day 4	Post show week
LinkedIn	1. Announce your participation 2. Participate in group discussions	1. Connect with the industry's key people & request meetings 2. Send personalised invites and meeting requests to your connections through 'inMails'	1. Release teaser video 2. Share booth images one day before the show 3. Pictures of your exhibit staff	1. Post highlights of the day and customer interactions 2. Post LinkedIn Native Videos 3. Share news, live presentations and product demo videos	1. Thank your visitors through 'inMail' 2. Share show highlights & video testimonials of key customers
Facebook	1. Create Facebook event page 2. Follow the show's offical Facebook Page	1. Post blogs directing to landing page 2. Post previous year's customer testimonials 3. Start contests, giveaway campaigns & Facebook Ads	1. Post teaser video 2. Post blogs directing to landing page 3. Post the booth image one day before the show 4. Continue contests & giveaway campaigns and Facebook Ads	1. Facebook Live for booth experience 2. Post Photo albums of the day 3. Post news content, videos of live presentations & product demos	Share show highlights & video testimonials of key customers
Twitter	1. Follow the official hashtag 2. Tweet about your participation	1. Start contests & giveaway campaigns 2. Retweet and engage with attendees & other exhibitors 3. Organise a Tweet-Up	1. Post teaser video 2. Post behind the scene pictures of booth 3. Continue contests & giveaway campaigns 4. Retweet & engage with other exhibition participants	1. Live Tweets & Retweets 2. Live Videos 3. Engage with exhibitors and visitors through show hashtag	Share show highlights & video testimonials of key customers
Instagram	1. Announce your participation 2. Follow the event's official hashtag	1. Post booth images, product demos and your team's candid shots as Instagram stories 2. Start Instagram contest 3. Like and comment on other exhibitors' photos and stories	1. Post the teaser video 2. Post booth images as stories and let people ask questions 3. Continue Instagram contest 4. Engage with other exhibitors and attendees	1. Post Photos of the day with hashtags and Geo-tags 2. Post videos of your booth and event highlights 3. Let people ask questions on your Instagram stories	Share show highlights & video testimonials of key customers
Press Kit	1. Get your press kit ready 2. Start press release submissions	In case of product launch send the press kit to targeted journalists	1. In general scenario, send press kit to targeted journalists now 2. Follow up or send a reminder mail a couple of days before the show	Send press release in case you have won the award or have a popular guest speaker or have gained an extraordinary response from attendees	Send a press release on significant achievements of your show to targeted journalists
Email Marketing	First email blast to your TG	1. Personalised invites to your TG 2. Send exhibition oriented newsletter	Follow up email to your TG		1. A thank you email to your visitors 2. Send a newsletter of show highlights & significant achievements of show
Website Landing Page	1. Create your landing page with appointment form 2. Integrate social media live feeds on landing page	Update if there is any progress	Update if there is any progress		
YouTube Videos	1. Upload your prepping videos 2. CEO's video on new product launch	1. Upload your prepping videos 2. Publishing previous year's video testimonials	1. Launch your teaser video 2. Continue posting your customer video testimonials	Upload your launch video on your channel	Upload your show highlights video, your CEO talking about show success & video testimonials of key customers
Blogging	Publish 1 to 2 blogs	Publish 1 to 2 blogs	Publish 1 to 2 blogs		A blog post on significant achievements of your show
Proximity Marketing	Your proximity marketing campaign should be ready 2 weeks before the show	Your proximity marketing campaign should be ready 2 weeks before the show	Your proximity marketing campaign should be ready 2 weeks before the show	Send customised messages, promotional messages & loyalty rewards to people in close proximity of the fairground	