

# Trade Show Mobile Engagement Strategy



**Next time you exhibit at a trade show or conference, you can ask attendees to Bring Their Own Devices (BYOD) for a truly engaging mobile experience. Whether for lead capture, to introduce a new product, or improve brand loyalty, an interactive mobile campaign will draw attention to your booth and your brand.**

DG3 Digital Marketing has expertise in every area of mobile engagement—from strategy to branded QR codes and “tap and go” Near Field Communication, to liquid landing pages, and hosted content—for superior campaigns that can elevate your brand and drive more traffic to your booth. Engage your audience with exclusive content at the show; and keep them informed of special promotions after the trade show or conference has ended.

## Key Features

### ► Multiple Mobile On-Ramps

DG3 has the expertise to help you create a successful and enduring mobile engagement strategy using multiple on-ramps, such as branded QR codes and NFC, accessible from any mobile device. Whether for brand awareness, customer interaction, or product engagement, we will develop a fully integrated campaign to meet your needs.

### ► Ability to Engage More Attendees

By implementing a mobile campaign at your next trade show, your company and product messages can reach more people, even without a personal interaction. While your booth personnel are attending to hot prospects, your message can simultaneously be delivered to others.

### ► Hosted Exclusive Content

Mobile on-ramps can link to exclusive content, such as product histories, company descriptions, or demonstrations of product uses. You can link to information formatted as text, video, an audio file, an electronic business card, or any combination of these.

### ► Tracking and Analytics

With DG3's world-class data capture and reporting capabilities, you can track and analyze how your audience is engaging with your campaign—from the location where the QR code was scanned or the NFC chip tapped, to what links were clicked, to the stopping point of a video or audio message.

### ► Campaign Extension

Use your mobile engagement campaign to build relationships with customers beyond the trade show floor. Customers can efficiently register for a newsletter and connect with you on social media sites, giving you access to their contact information and attention post-show. Incentivize social media connections with coupons and contests they can redeem or enter directly from their phone.

## Benefits

- **More opportunities for engagement and contact capture.**
- **The ability to engage your customers with content via any device (BYOD).**
- **Increased awareness for your brand, enabling you to stand out from the competition.**
- **Enduring connection with your audience even after the conference ends.**



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## Case Study

### Rio Tinto Diamonds Leverages Mobile Engagement Strategy to Promote Client Partnership

*Branded QR Codes Drive Booth Traffic and Enhance Brand Equity*

#### THE CHALLENGE

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Rio Tinto, a world leader in sourcing, mining and processing mineral resources, sells their diamonds exclusively through a limited number of approved diamond and jewelry manufacturers. These manufacturers are guaranteed a regular and consistent supply of rough diamonds direct from Rio Tinto's diamond mines, allowing them to bypass the secondary market. In order to showcase these clients, as well as promote their specialty and international products, Rio Tinto Diamonds designed a sophisticated mobile engagement strategy for their appearance at JCK Las Vegas, the largest jewelry industry trade show in the country. This strategy enabled Rio Tinto Diamonds to distinguish itself as a progressive, technology savvy company, as well as feature manufacturers in its "Select Diamantaire" program.

#### THE SOLUTION

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In order to become the first company to use a mobile engagement strategy at JCK Las Vegas, Rio Tinto Diamonds worked in collaboration with DG3 to develop a plan that would attract prospects and drive traffic to exclusive content. DG3 created various mobile on-ramps leading to liquid landing pages that featured information about Rio Tinto's "Diamonds with a Story" and "Select Diamantaire" programs. Attendees were attracted to the booth in droves because of the novelty of the mobile engagement strategy.

Rio Tinto Diamonds didn't want their campaign to stop when the show ended, so they asked DG3 to develop a strategy to promote lasting customer engagement. In response, DG3 created a custom QR code and landing page for each of Rio Tinto's "Select Diamantaire" clients. These codes, placed on brochures, signage, advertisements, and business cards, were designed to educate customers about the manufacturers' partnership with Rio Tinto Diamonds and the story behind each diamond. The extended campaign helped highlight the value of participating in Rio Tinto Diamonds' "Select Diamantaire" program, raising the profile of both Rio Tinto and their clients.

#### RESULTS

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- Rio Tinto Diamonds was recognized as an innovative marketer, winning Best of Show Technology 2011—particularly important because it was their first year as a JCK Las Vegas exhibitor.
- A 76% increase in QR code scan rates was realized in year two of the program, along with an increase in the number of pages visited, indicating better customer engagement.
- Individual QR codes for "Select Diamantaire" manufacturers resulted in elevating the value of their brands and as having a direct and reliable source of diamonds.

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#### About DG3 Digital Marketing

DG3 Digital Marketing, a business unit of DG3 Group, is a comprehensive provider of end-to-end web, mobile and social solutions. Utilizing a unique Target/Engage/Transact approach, we help our clients implement and execute marketing communication campaigns that reach more consumers using multiple mediums to create more interactions that ultimately drive more transactions. For more information visit [www.dg3.com](http://www.dg3.com).

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