



POLISTUDIO PROFIT PLUS

PROJECT

IN.M.O.T.O.

INTROSPECTIVE MARKETING
ONE TO ONE

How to seize the attention of visitors
at the B2B showrooms

by enhancing networking and
communication tools.

DIGITAL MARKETING MANAGEMENT

E-MARKETING

CUSTOMER RELATIONSHIP

LEAD GENERATION

Best practices

The organisers of the showrooms and managers of fair centres must be actively committed to innovating the marketing tools and action-plans that combined form the best practices by which businesses can diversify their offer and/or project, thereby proving to know how to attract new and long-dated businesses, offering them modern services that especially revolve around the figure of the professional visitor.

Industrial manifestation, therefore, proves more and more to be a winning project based on R&D and specialisation.

The offer fits in the larger scope of CRM (Customer Relationship Management), suggesting paths for implementation through research, analytical work and one-to-one marketing with an operational edge, yet strategic and goal-oriented.

Start-up

A key step in research is the in-depth study of B2B guest profiles that goes beyond the basic facts.

In fact, by framing how business profiles, activities, goods and services evolve, we can outline the categories of new potential customers.

Button room, networking and communications

B2B showrooms are gradually shifting focus to one-to-one marketing, steering away from and/or complementing mass or generic marketing.

Through a principle of introspective marketing, we manage to access the potential universe of visitors and draw up a set of forms that outlines the action-plan and available tools.

IN.M.O.T.O. project innovation

Objective: A DIGITAL marketing lab that effectively files record of potential customers pooled from fair participants and on the market.

The value of research is the winning element to offer the Showroom client, provided as the development of new files broken down by category of potential visitors.

A one-to-one marketing plan developed for each Showroom in a Lead Generation mind-set that discovers and identifies new categories of potential customers for guest businesses.

Customer Relationship Management (CRM)

Every exhibition strives to engender customer loyalty by elevating the quality of marketing relations.

These are medium-long term agreements between organisers/brand managers and businesses/trade associations to increase relation value by creating more sophisticated services, advantages and networking.

CRM focuses on an analysis of factors that are of interest to customers-exhibitors and on innovative activities that add competitive edge to businesses.

The first is to organise a series of meetings with potential new customers to welcome at the stand.

A workshop model tailored to the business' particular needs.

Fitting this service into the process of marketing innovation to the benefit of the business is no doubt a strategic turn-around in the direction of a customer relationship marketing that aims at increasing customer loyalty and ensuring customer retention over time.

E-marketing allows us to target potential customers more precisely and accurately, a valid alternative to generic communication.

CRM in process provides a strategic link between information technology and marketing strategies that focus on relations in the mid to long term.

Technology allows us to analyse interactions with potential customers by building a library of the best ways to efficiently interact with them.

Business Meeting

The final stage of this research leads to a daily schedule of meetings organised by the fair sponsor at a specific location or at the stand of the given customer. Two to 4 meetings can be scheduled each day, or depending on the actual needs of the business.