

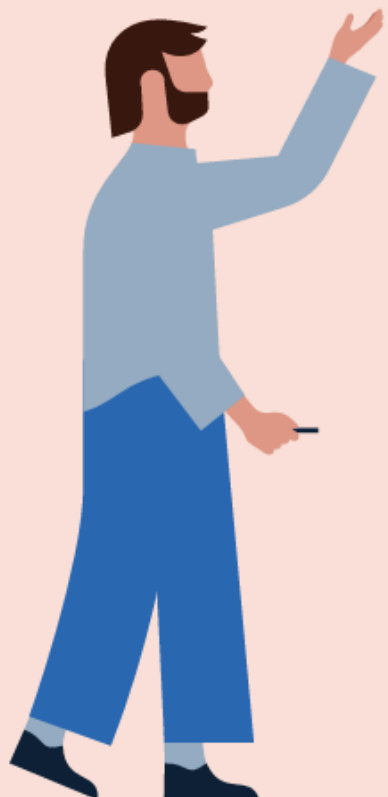
海外参展黄金季

LinkedIn 领英 营销解决方案

《B2B出海企业展会营销新玩法白皮书》



Agenda



- 1 B2B 线下展会数字化趋势
- 2 五大线上传播攻略，领英助力最大化展会营销效果和品牌影响
- 3 线下展会规划及线上推广策略

海外参展正当时，提起展会我们总会回想到...

包机出海 组团抢订单



展台报名订位



展台设计与布展



海外出差



邀约客户



介绍产品 沟通互动



行业交流 业内认可



发传单 留名片



客户联系跟进



销售签单

随着数字化进程的加深，海外展会已与三年前大有不同

展会相关内容的数量及热度在领英平台持续上升，疫情低点及结束后更呈爆发趋势

91.1M+

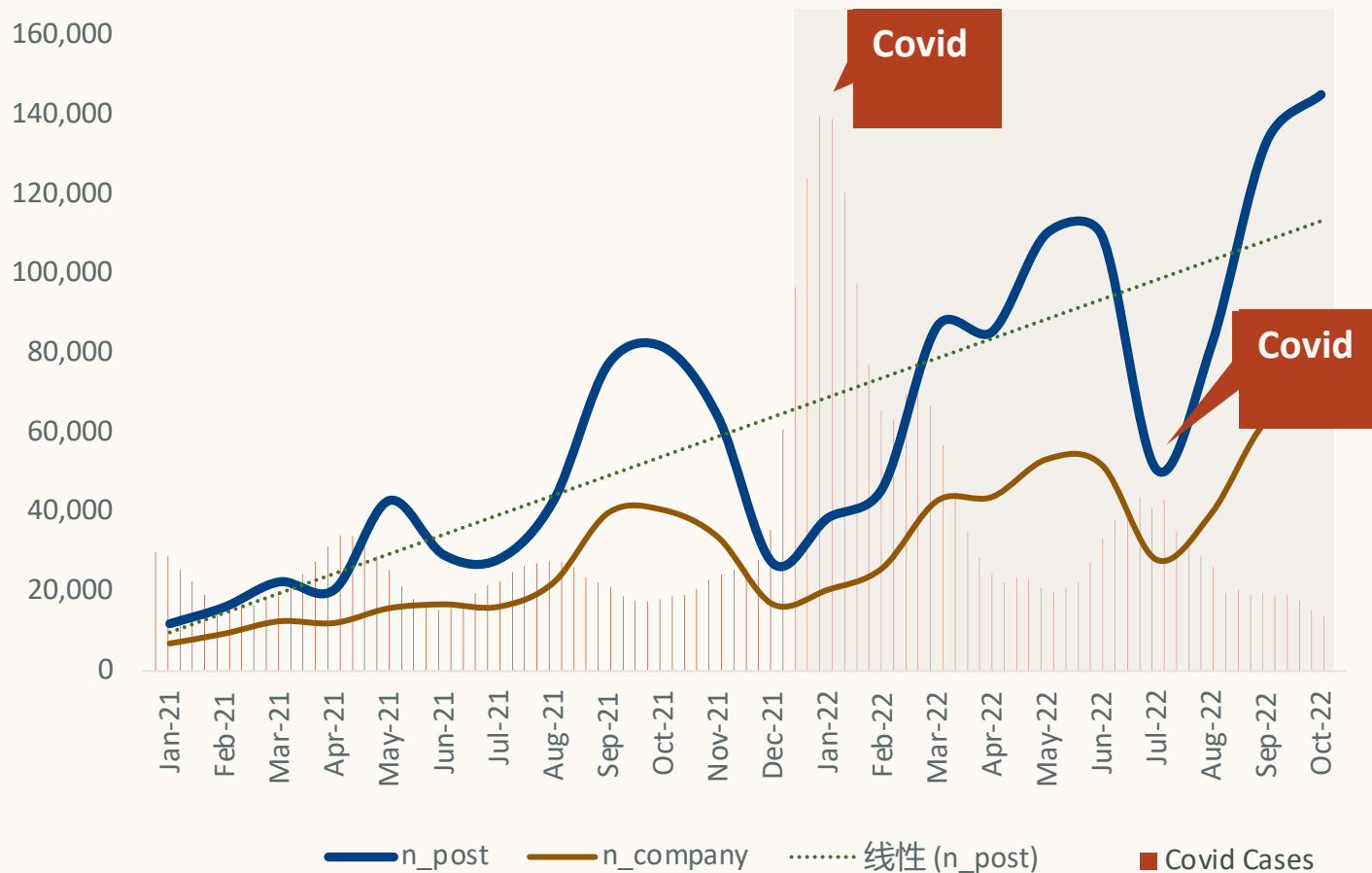
互动量

+148%

互动数年增长

1.8x

贴文数年增长



线下展会回归, 但升级成功的虚拟活动或双线会展继续大行其道

以CES 为例, 2021年展会所有活动都在线上举行, 2022年采用了线上线下相结合的方式, 今年线下展会全面复苏的同时开设线上云展会 (Virtual event/ Hybrid event)

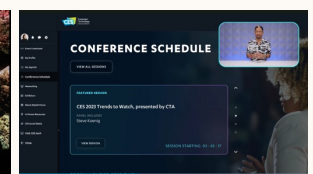
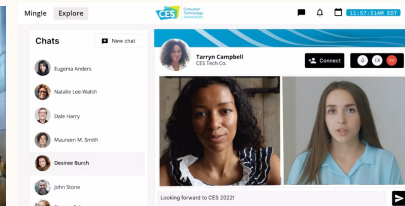
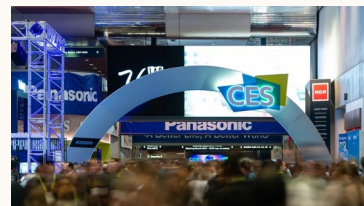
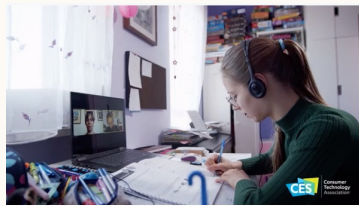
2021 all-digital



2022 return to Vegas available digitally



2023 in person+ digital venue



客户和企业习惯改变- 线上平台成为线下展会的联动阵地

参展商、参展观众、行业上下游客户、媒体正在领英进行线上同步讨论

参展观众

I'll be in Barcelona for #MWC23

VP of Technical Product Management at [Company] 3rd+ 1d · Follow

I'll be in Barcelona for #MWC23! I'm thrilled to be part of the event where technology, community and commerce converge. Join me and register today <https://lnkd.in/g3Rj3kjt>

MWC GSMA BARCELONA
27 FEBRUARY - 2 MARCH 2023
FIRA GRAN VIA

UNLEASHING TOMORROW'S TECHNOLOGY - TODAY

#MWC23

主办方、参展商主题宣传

1d · Follow

This week, Mobile World Live looked ahead to #MWC23, focusing on new additions at the show and the topics likely to make headlines ...see more

MOBILE WORLD LIVE

VELOCITY

2w · Follow

As #MWC23's Industry City Knowledge Partner, we are excited to share our vision for #communications, connectivity-based services, and the pathways to profitability for CSPs. See what we're up to: <https://accenture/3WEJGG>

Accenture at #MWC23
27 February - 2 March

Don't forget to complete your registration for MWC Barcelona 2023! Whatever you or your company want to get out of the event, we've got a pass to suit!

MWC GSMA BARCELONA
27 FEBRUARY - 2 MARCH 2023
FIRA GRAN VIA

UNLEASHING TOMORROW'S TECHNOLOGY - TODAY

Feature video: MWC Barcelona 2023 Preview

1mo · Edited · Follow

MWC Barcelona 2023 will see the return of the Industry City Pre-event Webinar, a hugely successful event in 2022 with an array of exciting speakers and topics. Register now to ensure you don't miss out on this opportunity to hear from industry leaders and experts on the latest trends in the industry.

MWC GSMA BARCELONA
27 FEBRUARY - 2 MARCH 2023
FIRA GRAN VIA

UNLEASHING TOMORROW'S TECHNOLOGY - TODAY

Click here to complete your registration! [Register](https://lnkd.in/g3Rj3kjt)

LinkedIn Live
MWC23: Industry City Pre-event Webinar
18 January 2023 | 14:00 (GMT)
Starting Soon

Event ended
MWC23: Industry City Pre-event Webinar
LinkedIn Live

展商高层、市场销售团队分享

Managing Director - Global Head of Sales at Amazon W... 3rd+ 1d · Follow

Can't wait to see our customers and partners in the beautiful Barcelona.

Sr. Digital Marketing Manager, Global Telco IBU at Amazon W... 3rd+ 2d · Follow

Join AWS for "Adapting to Network Demands on the Edge", at MWC 2023

With the addition of automation and analytic tools, the network edge is transforming, allowing increased agility, scalability and reduction of costs. Learn how to leverage edge computing to meet your changing business needs with Fabio Cerone, Head of Telco EMEA AWS, on Stage A, 14:45-15:45, March 1.

Learn more here <https://lnkd.in/eFcnX3m>

#aws #mwc23 #telecommunications #nextlevel #CSPs
#communications #innovation #cloud

Head - Wireless COE | 5G | ORAN | Private Network | Digital Transfo... 3rd+ 2d · Follow

Tata Communications Transformation Services (TCTS) #5g as a system integrator can play a crucial role in solving the 5G deployment puzzle. TCTS can help to streamline the deployment process ...see more

Tata Communications Transformation Services
73,365 followers 2d · Follow

A successful #5G deployment goes much beyond just #spectrum and compatible #devices. Meet our Transformation Expert: Ashish Jain, Head - Wireless COE, to understand the key nuances ...see more

TATA COMMUNICATIONS
TRANSFORMATION SERVICES

Meet us at MWC 2023

Ashish Jain
Head - Wireless COE
TCTS
MWC GSMA BARCELONA
27 FEB - 2 MAR 2023
Hall: #5
Booth: 5121
#MWC23 #telecom

co-founder & CEO 2d · Follow

MWC Barcelona and network with the big MWC23 speakers. Dexatel is looking for about our innovativ

Join us at Spain, Barcelona

MWC GSMA BARCELONA
27 FEB - 2 MAR 2023

MEF
Feb 26-28
MWC GSMA BARCELONA

Gegham Azatyan
Co-founder

展会的传统线下模式营销存在诸多痛点亟待解决



传统触达

- 邮件/电话邀约已合作及意向客户
- 展会主办方广泛邀约及自然流量

- 已有客户展会洽谈
- 未知潜在客户参观展台、交流

- 整理名片及记录信息
- 销售邮件/电话跟进潜在客户

痛点

- 邀约客户到场率低
- 遗漏大量当地潜在客户，难以精准邀请
- 品牌当地知名度低，参展声量小

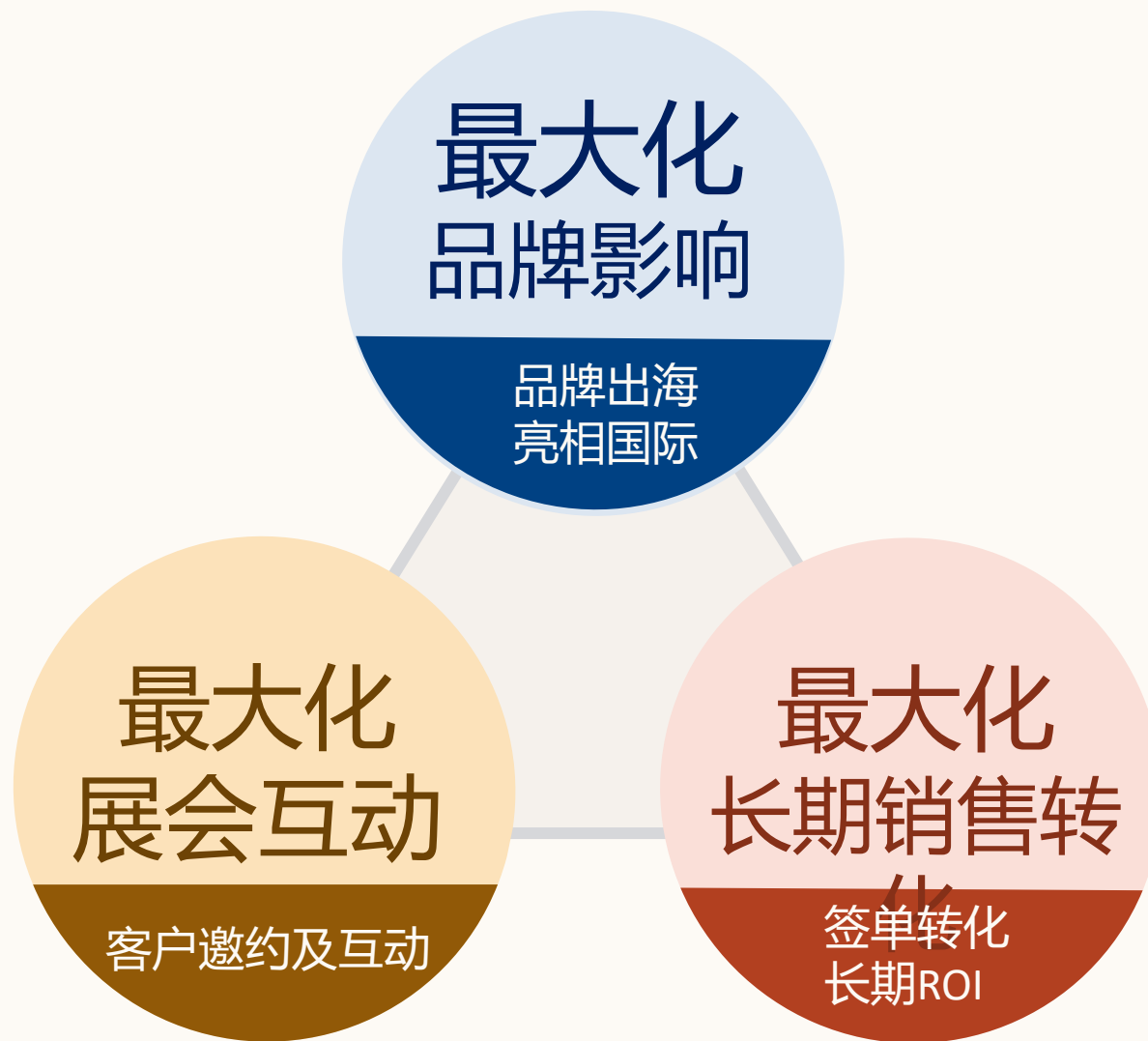
- 驻足者少或走马观花
- 淹没于大量参展商，不被记住
- 短时沟通，信息不全，互动不够
- 展会辐射力仅限于参观人员

- 信息零散，市场部难以建立流量池长期维护
- 销售短时高强度跟进，快速有效转化少
- 成单转化率低

三位一体最大化 展会营销传播

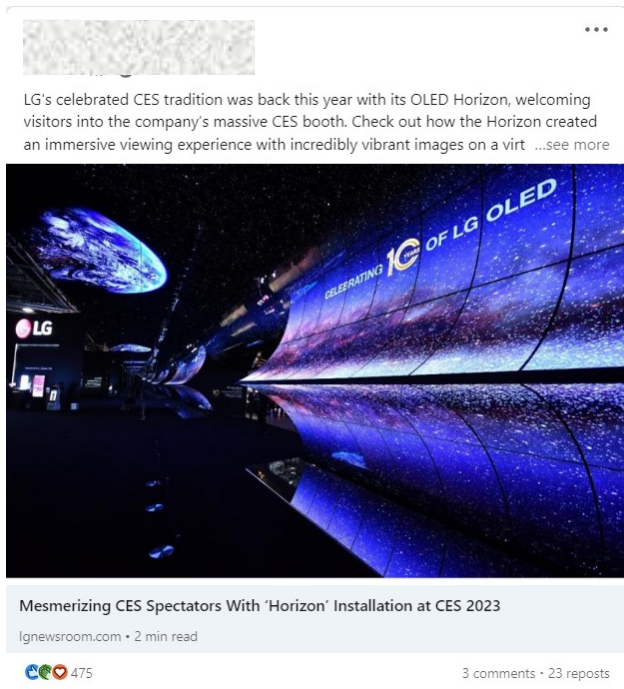


线上+线下全渠道营销
尽可能多地营造与用户的数字化触点，将展会触达人群转化为核心用户，长期培育，销售转化

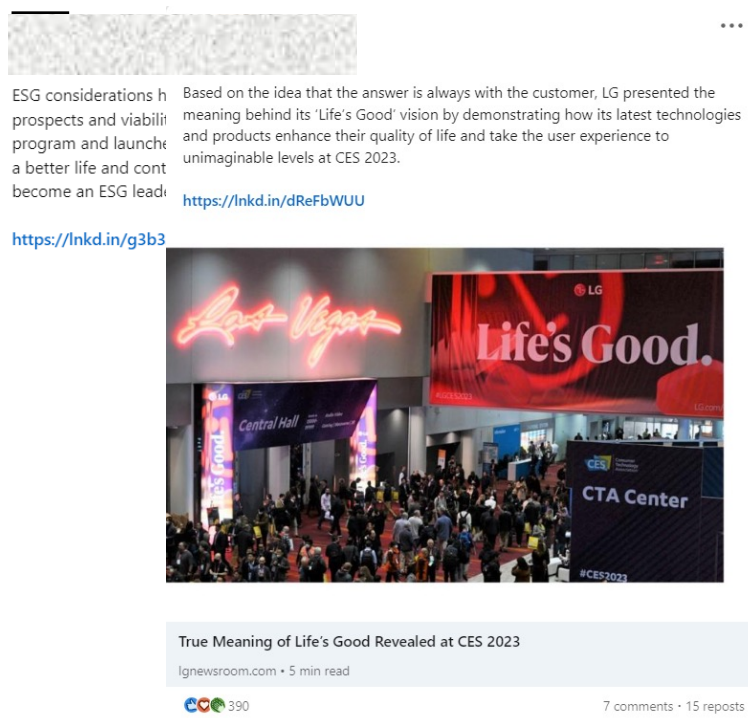


攻略1：造势+借势+故事，突出重围

从内容、渠道组合上去变通，吸引核心用户主动关注互动是企业在今日参展事件传播中应该追求的“新”



A公司提前发布预热新闻稿，内容中强调将在展会期间为观众带来最新XXX技术、XXX等前沿的体验,包含展厅位置及数十种全新产品



企业应该去提炼一些“易消化”且核心的亮点作为主旨。比如A公司在展中传播中通过ESG的主线，串起了整个参展亮点



总结了A公司产品在展会中取得的奖项成绩，后续继续吸引用户。企业仍可以从别的角度发声：比如复盘展会现场的精彩瞬间、阐述参展的收获、表达企业未来的规划等等。

展会内容营销准备的两大维度

提前准备好内容素材，合理拆分有机组合，根据不同侧重点展开，多元布局内容，形成完整的传播链条

基础内容

将基础内容提前锁定在展会主旨上，提前准备好相关话题或产品内容，这样更容易赢得媒体关注

- 1) 企业、品牌和产品相关的硬事实
- 2) 周期性话题
- 3) 展会、行业相关的趋势话题

实时内容

提前准备增强执行灵活度，现场内容素材采集标准化

- 1) 采集现场精彩瞬间
- 2) 新品发布或重要节点传播
- 3) 高管、员工接受媒体采访
- 4) 同步线上直播工作
- 5)

攻略2：品牌关键内容展示抓眼球

聚集注意力+视觉冲击力，展示信息需要极具差异化



品牌必须变得突出，让顾客容易辨认，例如颜色、商标、宣传语、标志等。突出品牌以及品牌差异化价值点，在第一时间清晰亮出可以为潜在客户做什么，快速传达品牌亮点

8mo • Edited •

Our solutions enable businesses and EV fleets to profit from solar energy and to become carbon neutral. At Intersolar 2022, SMA expert **Mathias Strippel** shows you which innovative solutions SMA has developed for achieving this purpose. Find out more about the SMA highlights at this year's **Intersolar Europe**: <https://lnkd.in/gnfctpAD>

#Intersolar2022 #intersolar #emobility #industrialsolutions #commercialsolutions

SMA ENERGY SYSTEM BUSINESS
Empowering businesses and EV fleets to become carbon-neutral

"My Energy System has grown with my business - today I'm independent more"

solutions for our commercial or business customers.
We're having here the SMA Energy System...

Intersolar 2022: Commercial & Industrial Solutions

154 5 reposts

11mo •

#Huawei focuses on helping operators "Go Green" through large-scale digitalization and innovative tech solutions that integrate #5G, premium private lines, intelligent cloud networks, data centers, and cloud. #HuaweiFacts #MWC22 #LightingUpTheFuture #GreenICT

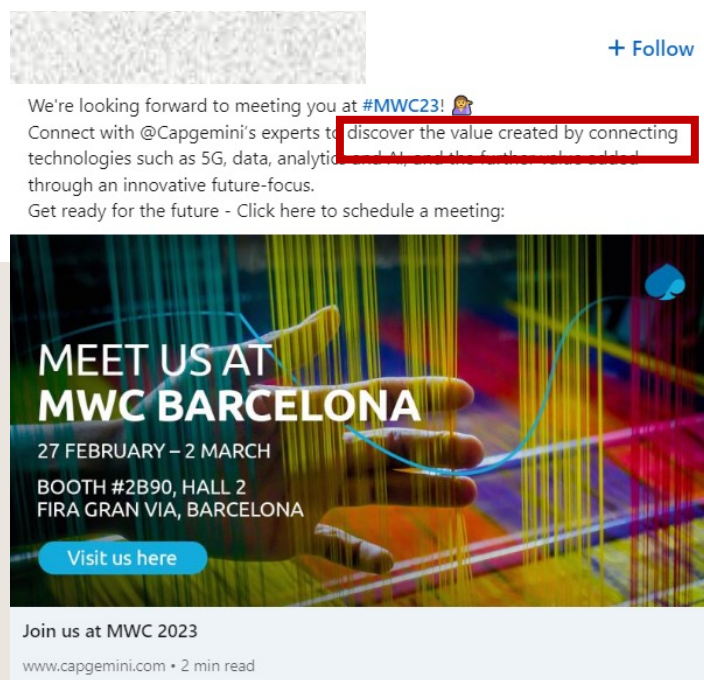
Lighting up the Future

Huawei focuses on green development at MWC 2022
techwireasia.com • 4 min read

422 5 comments • 31 reposts

攻略3：亮点展示从用户需求点、价值点出发，传播全程一以贯之

客户视角下的内容梳理，客户需要的往往是几个关键点：使用场景、价值点、优势等

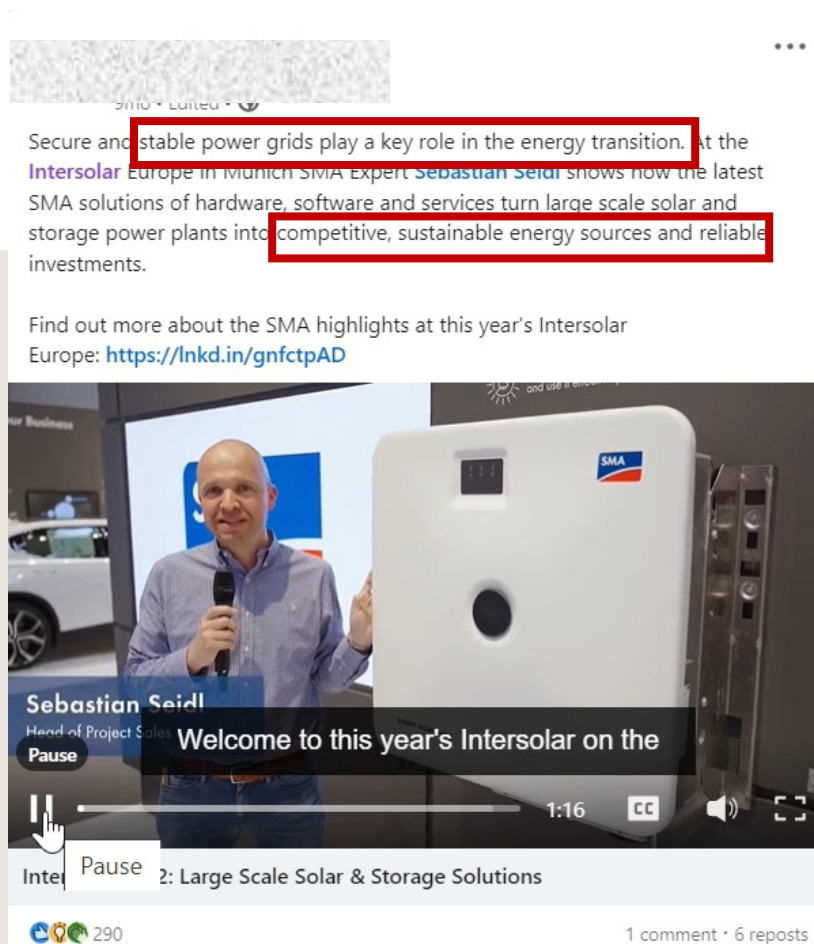


We're looking forward to meeting you at #MWC23! 🤖
Connect with @Capgemini's experts to discover the value created by connecting technologies such as 5G, data, analytics and AI, and the further value added through an innovative future-focus.
Get ready for the future - Click here to schedule a meeting:

MEET US AT MWC BARCELONA
27 FEBRUARY – 2 MARCH
BOOTH #2B90, HALL 2
FIRA GRAN VIA, BARCELONA

Visit us here

Join us at MWC 2023
www.capgemini.com • 2 min read

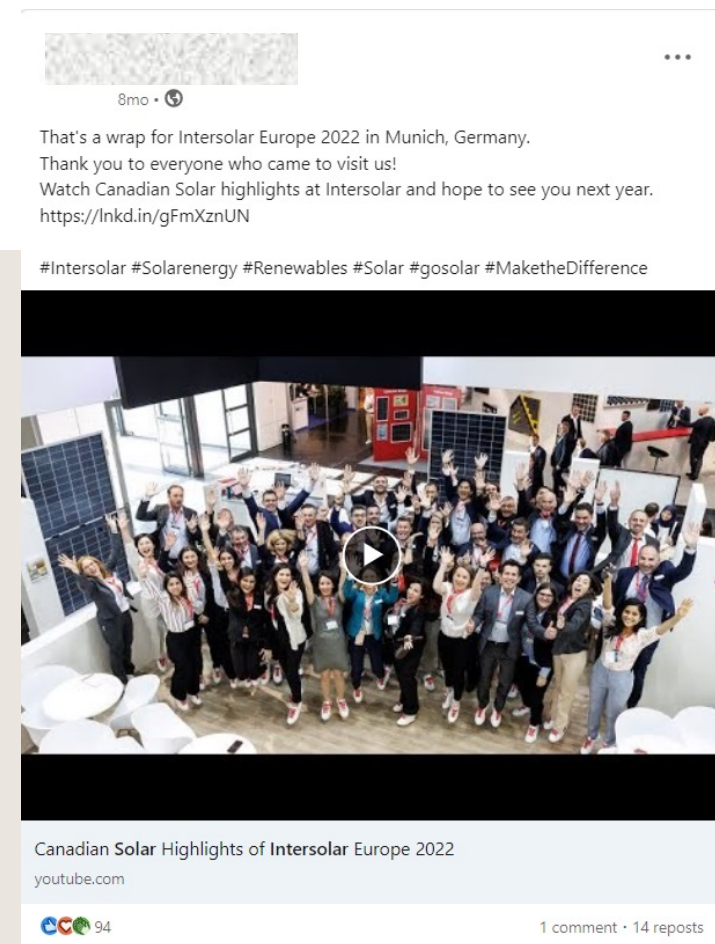


Secure and stable power grids play a key role in the energy transition. At the Intersolar Europe in Munich SMA Expert Sebastian Seidl shows how the latest SMA solutions of hardware, software and services turn large scale solar and storage power plants into competitive, sustainable energy sources and reliable investments.

Find out more about the SMA highlights at this year's Intersolar Europe: <https://lnkd.in/g/nfctpAD>

Sebastian Seidl
Head of Project Sales
Welcome to this year's Intersolar on the
2: Large Scale Solar & Storage Solutions

290 1 comment • 6 reposts



That's a wrap for Intersolar Europe 2022 in Munich, Germany. Thank you to everyone who came to visit! Watch Canadian Solar highlights at Intersolar and hope to see you next year. <https://lnkd.in/g/FmXznUN>

#Intersolar #Solarenergy #Renewables #Solar #gosolar #MaketheDifference

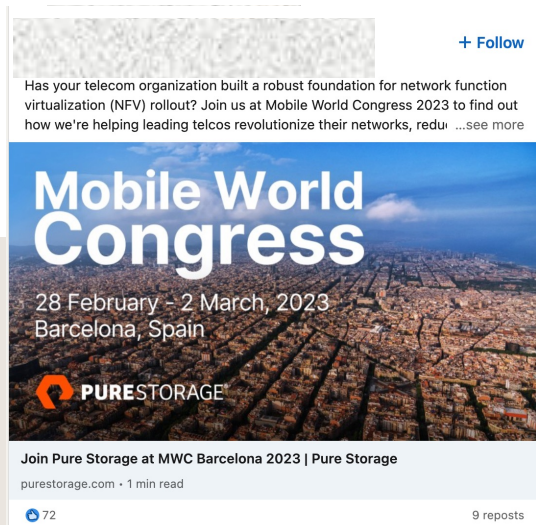
Canadian Solar Highlights of Intersolar Europe 2022
youtube.com

94 1 comment • 14 reposts

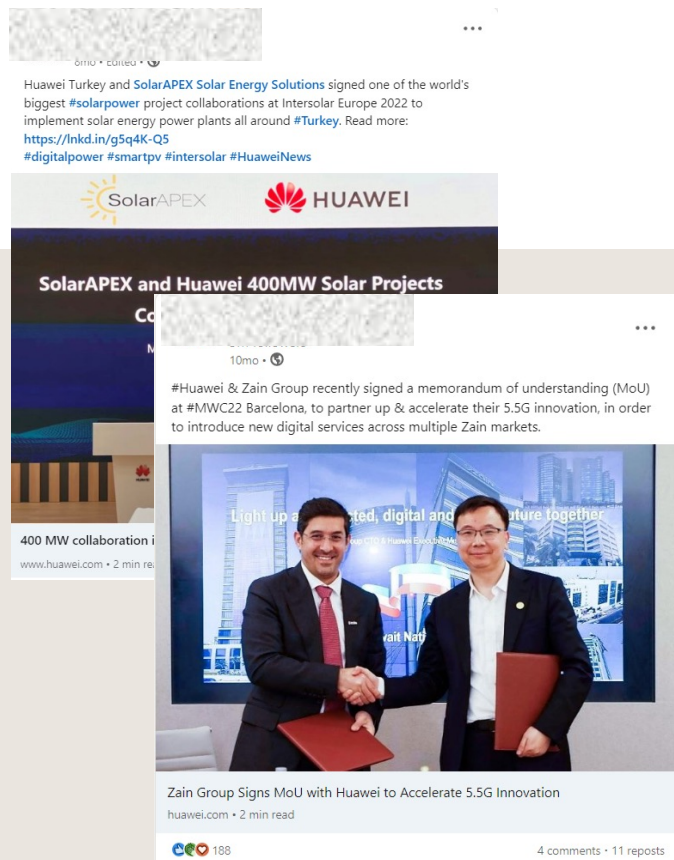
品牌+品类+差异化价值点+品牌背书。企业需要尽可能提炼品牌核心价值点信息，以此快速传达品牌亮点。

攻略4：遵循3C原则——

Clear 简要清晰 + Credible 真实可信 + Convertible 有效转化



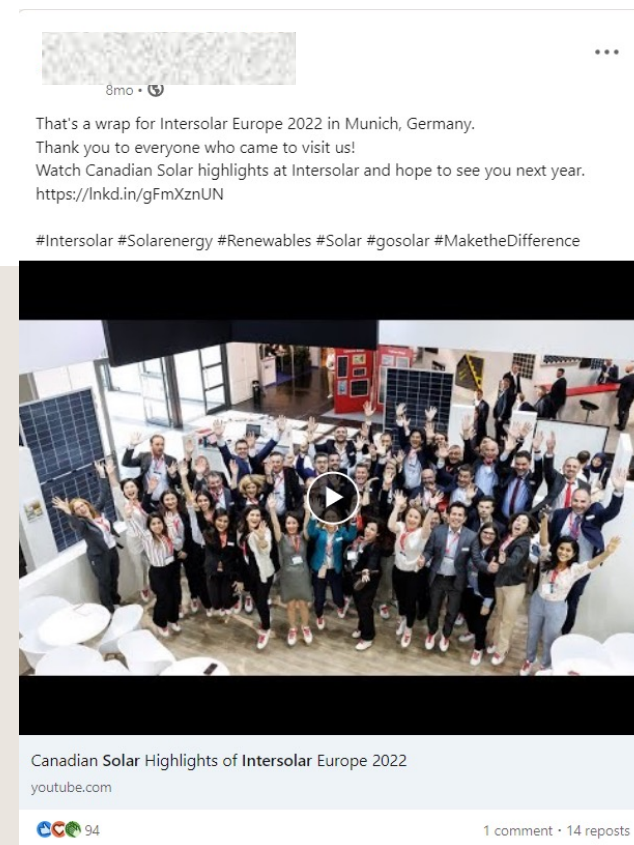
精简有序 突出优势



签订大单



合作客户背书



亮点干货分享

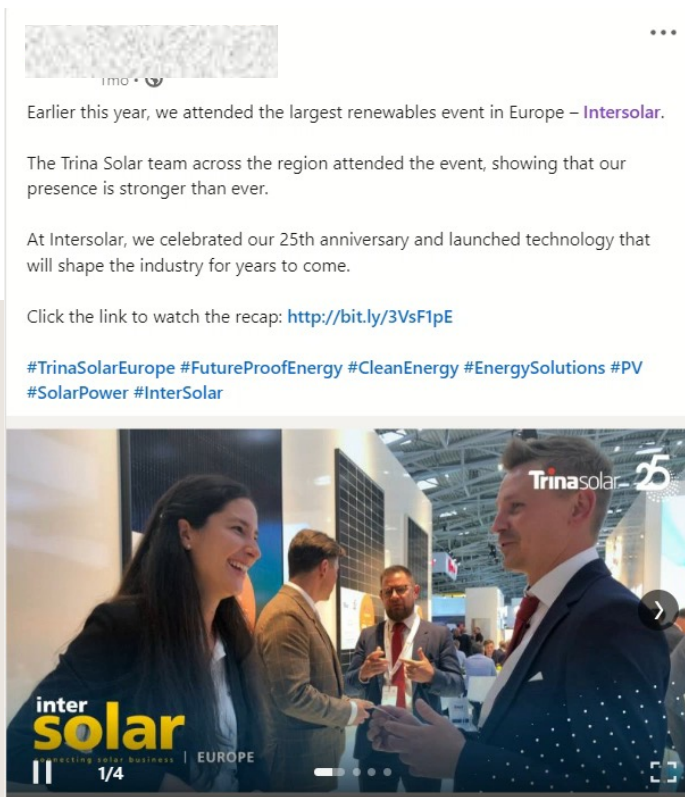
攻略5：多种类型内容的运用

大部分企业都有丰富的、能够影响潜在客户选择的内容素材，只不过多数企业并没有有效组织



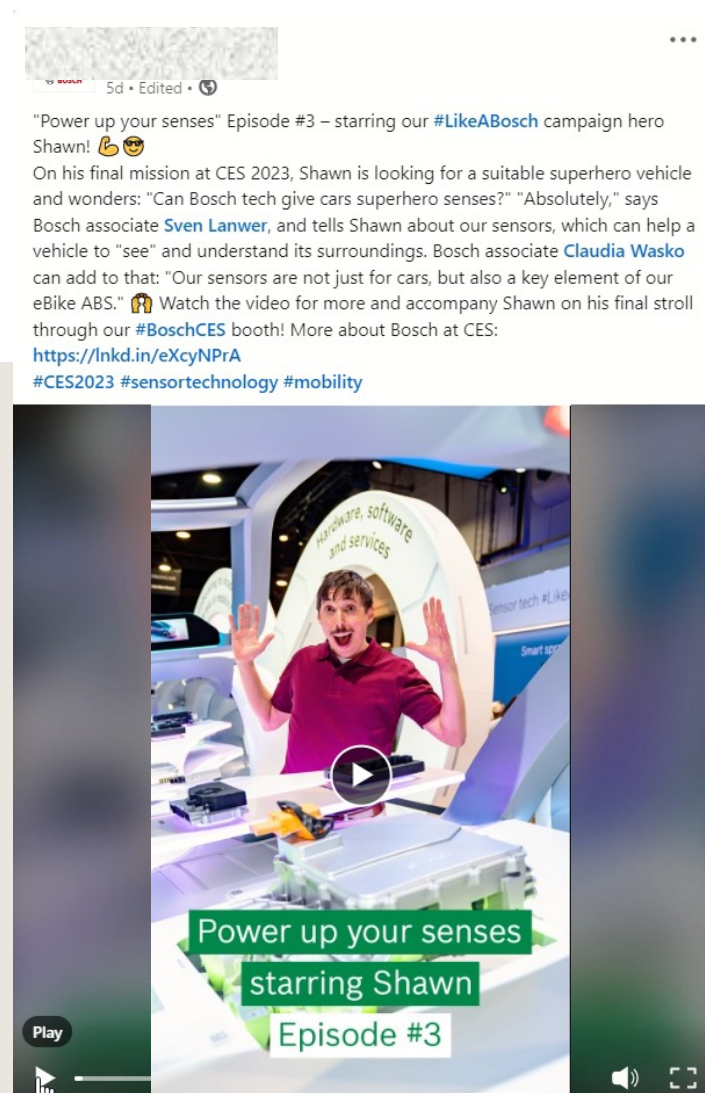
先睹为快视频

文字+图片+视频的方式立体展示品牌竞争优势



轮播图展示亮点

尽可能大的获取关注，应用视频、吸睛的设计



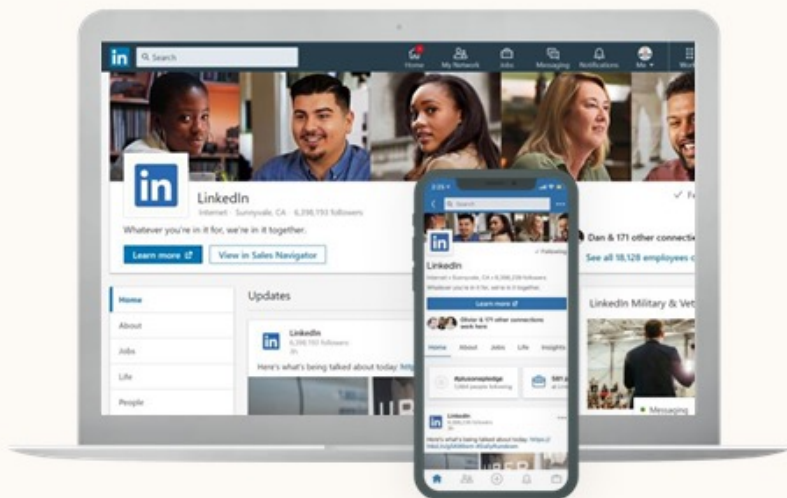
展会前期:2-6周

- 展会发布及预热，提升曝光
- 线上推广计划，增加展会报名
- 内容策略，凸显展会价值



展会发布及预热 - 善用免费曝光渠道

完善LinkedIn 公司主页



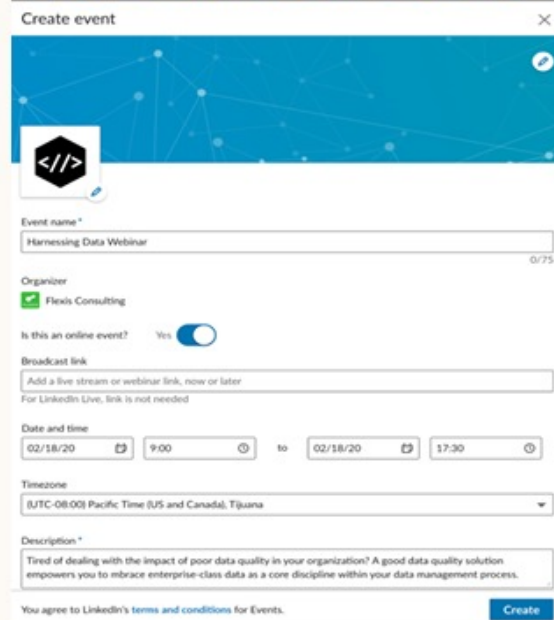
- 完整公司主页资料
- 持续分享近期展会内容, 提升互动

鼓励员工及讲者分享



- 员工分享有效触达潜在客户, 提升展会曝光
- 讲者分享提升行业权威性, 拉近与参与者距离

创建 LinkedIn Event



- 创建 LinkedIn Event 可提升现有主页关注者曝光
- 展会报名者可收到及时信息并分享给人脉
- 添加预填销售线索表格, 降低报名门槛, 获取潜在客户留资

线上营销渠道开展 - 基于领英第一手职场数据精准定向

Charlie Wu



所在地区 上海、中国

学校 台湾大学
专业 国际企业
学位 管理学硕士

公司 领英中国
规模 10,000+
行业 互联网

职位头衔 领英市场营销解决方案
销售总监

关注公司/群组 LinkedIn/领导力/B2B 销售

技能 内容营销、商务拓展、数字营
销, 互联网



档案数据

所在行业、公司, 职能,
职级, 头衔, 专业、技能...



兴趣、轨迹数据

工作组、Bing搜索、行业
关注, 专业兴趣...



典型定向包

富裕人群、商旅人群、IT
采购者、福布斯500强...



企业自有数据

目标客户/联系人列表, 网
站访问者、重定向、...

结合企业目标邀约及潜在客户名单 领英助力精准触达目标人群

显著提高销售线索的质量和数量

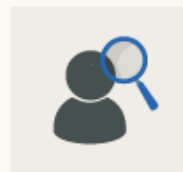
基于领英职业档案
的画像数据

1B+
专业职场人士

14%
单个线索
成本下降



网站再营销



数据整合



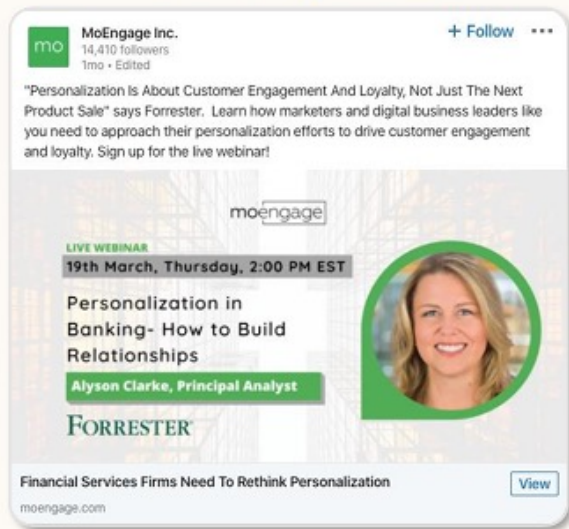
联系人定向



目标企业
名单定向 (ABM)

展会内容策略 – 规划线上内容话题

凸出专业性



- 客户希望向行业专家学习
- 演讲者的专业性能吸引更多注册

在亚太区广告内容中突出演讲者的专业性，平均点击率会高3%

文案简单明了



- 只突出重要信息
- 建议广告文案保持在25-50个中文字符，最佳33个中文字符左右

文案中25-50个字比超过50个字平均点击率高12%

分享洞察数据



- 洞察分析能吸引用户了解演讲内容
- 广告内容中使用百分比会更易理解并引起注意

分享洞察数据分析比平均点击率高34%&点击量多319%

展会中期:当天

- 增加注册者的互动率
- 维持与用户的高效沟通



实时更新并发布内容

倒计时



- 展会开始的前12小时内以倒计时的方式来增加参加者的紧迫感
- 使用倒计时的内容可有效提醒参加者按时上线观看

连结线上参展人群至线上



- 策划互动留资环节，吸引客户至现场交流
- 设计现场激励活动，鼓励客户转移线上并成为粉丝

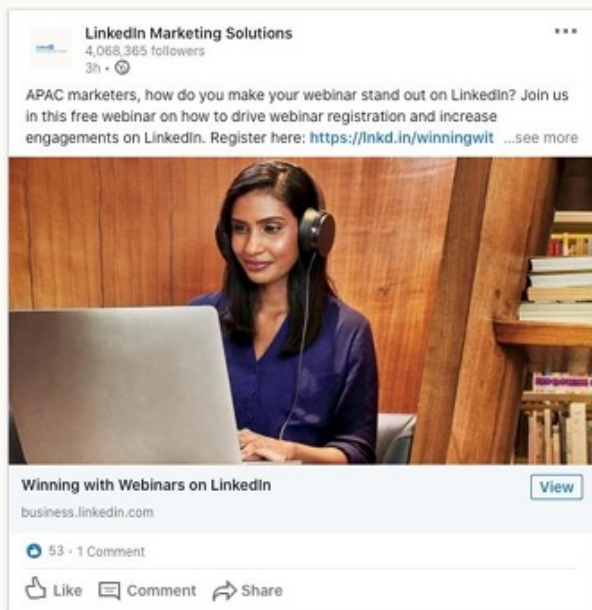
展会后期:结束后1-3周

- 维持话题热度
- 挖掘潜在客户
- 追踪展会成效



持续维持展会热度 – 重制展会内容

分享展会摘要



- 邀请参加者关注公司主页，和关注者保持对话建立长期客户关系
- 及时分享会议展会的内容摘要，热点话题总结给公司关注者

节录展会亮点



- 分享大咖的观点论点
- 会议关键信息recap
- 热点话题/行业趋势

展会精华下载



- 白皮书，产品说明书/成功案例等方式让用户下载
- 会议内容回放，巩固参加者的内容理解程度，吸引更多潜在用户

展会分阶段推广 行业声量关注量激增



关注者增长
600+

展会前



吸引观众注册

Deye Inverter
4,424 followers
Promoted

+ Follow

Intersolar South America, Deye is here! As a Residential Hybrid Inverter expert, we look forward to seeing you at Intersolar 2022, August 23-25. Come to our booth at F1.90 and make a consultation with our professional team!

inter solar Dey
DE 23 A 25 DE AGOSTO
SOUTH AMERICA
ESSA COMBINAÇÃO VAI GERAR MUITA ENERGIA
O PRODUTO CERTO. O CENÁRIO IDEAL!

Event ended
Brazil Intersolar Exhibition 2022
Event by Deye Inverter
Aug 23, 2022, 7:00 PM - Aug 26, 2022, 5:00 AM (your local time)
Epo Center Norte, São Paulo, Brazil
Haoan Wang and 5 other attendees

About
[Upcoming Exhibition] Intersolar South America, Deye is here! will participate in the largest exhibition and conference for the solar industry in Latin American August 23-25. Deye sincerely invites you to visit our booth F1.90.

Venue: Intersolar South America
Date: August 23-25, 2022
Booth: F1.90
Venue: Expo Center Norte, São Paulo, Brazil

We look forward to seeing you at Intersolar 2022, August 23-25. Come to our booth at F1.90 and let our professional team meet you! See less

[Upcoming Exhibition]-Intersolar 2022 in Brazil
cn.linkedin.com

53

点击率高
于行业平
均值
156%

展会中



注重用户互动
体验

Deye Inverter
4,424 followers
Top •

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DEYE at the Intersolar South America exhibition

Deye is honored to participate in the 2022 Intersolar S ...see more

See translation

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展会后



余热价值扩散

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Deye Intersolar 2022 in Brazil.

Deye Intersolar 2022 in Brazil

0:00 / 1:17

Deye Intersolar 2022 in Brazil

0:45 / 1:17

Deye Intersolar 2022 in Brazil

Learn more

回看次数
5000+

预热引流

- 品牌信息流广告，提高曝光并吸引注册
- 展会前展示展会价值
- 列清agenda并预告精彩亮点
- 业务目标人群+行业垂直媒体+定向客户邀请

进行时

- 主导对话并制造热点话题
- 增加激活声量 - 创建#实时标签进行跟踪曝光
- 与客户/潜在客户进行互动，增强用户粘性

价值衍伸

- 推动长期思想领导力，通过精彩视频回顾持续曝光
- 销售跟进潜在客户，推进采购流程开启。

展会开启倒计时 吸引观众目光 获取潜在销售线索



展会前



吸引观众注册

展会中



倒计时
主页推广

展会后



余热价值扩散
销售跟进

XPENG 1024 TECH DAY REPLAY
Event by XPENG
Mon, Oct 25, 2021, 6:00 AM - 11:30 PM (your local time)
Online - LinkedIn Live
Fangya Cai and 147 other attendees

147 参与者 (潜在销售线索)

推出重量级嘉宾/行业领导者

XPENG 75,662 followers
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The future of mobility is coming and it starts with #XPengTechDay.
Replay available at 06:00 P.M. ET Oct 24.
Click here to learn more: bit.ly/3j1V5s.
#Automotive #FutureMobility

3 DAYS TO GO

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How will robotics play a role in future mobility?
#XPengTechDay Replay available!
Details here: <https://bit.ly/3j1V5s>
#FutureMobility #SmartMobility #Automotive

2 DAYS TO GO

主页互动率 2X
贴文曝光量 5X

XPENG 1024 TECH DAY REPLAY
Event by XPENG
Mon, Oct 25, 2021, 6:00 AM (your local time)

价值衍伸

- 推动长期思想领导力，通过精彩视频回顾持续曝光
- 销售跟进潜在客户，推进采购流程开启。

结合重磅产品线推广 增强展位吸引力

新产品上市

Hithium Energy Storage + Follow
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The game-changing batteries for energy storage are launching soon.
You can follow Hithium to explore the cutting-edge technology for energy storage LFP batteries in SPI 2022.
Please remember Hithium's booth is No.2456 in Hall C. Be there or be square with you.



Choose Hithium, Choose Energy Safety

[Learn more](#)

新产品线亮相

TW Solar
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Olá, São Paulo! We look forward to seeing you at Intersolar 2022 on Aug. 23 – 25. Drop by our booth at D1.140 and let's meet up!



Let's meet at Intersolar in São Paulo!

[Learn more](#)

linkedin.com

293

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Reactions



本土化营销

SUNMI
20,687 followers
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日本国内最大級の流通業向けITシステム総合展「リテールテックJAPAN 2022」がついに開幕しました！商米(SUNMI, サンミ)は4社のパートナー企業様と合同で出展し、アンドロイドベースのスマートビジネス向けデバイスを使用した、リテールや飲食などの業界に最適なソリューションを展示しています。サンミブース(RT1702)にてお待ちしております！



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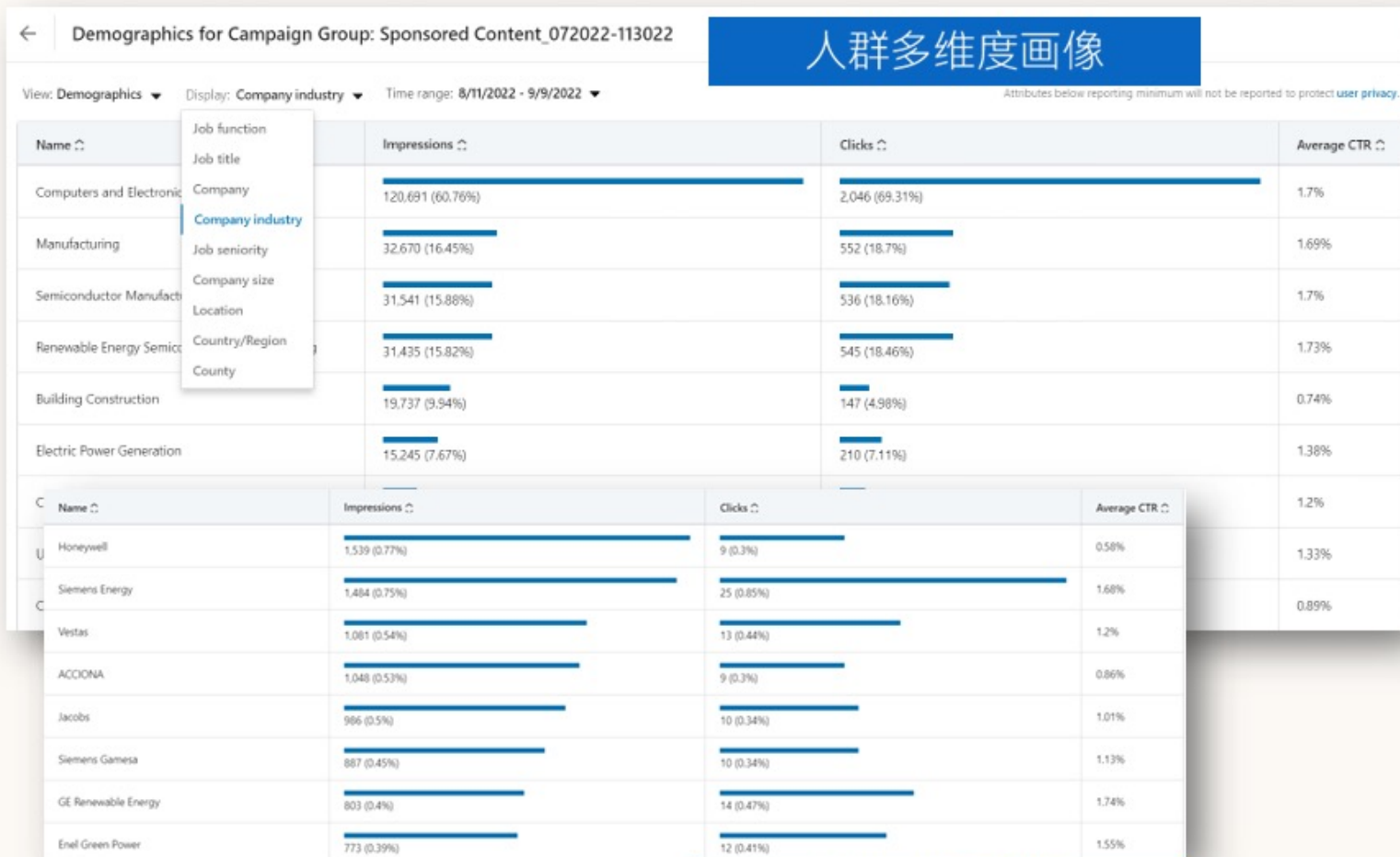
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[Learn more](#)

复盘展会全阶段表现 结合广告数据&客户画像 获取全面市场反馈 挖掘潜在销售机会

线上参展人群信息



触达公司名单

XPENG 1024 TECH DAY
Pioneering mobility. Exploring technology.

Event ended

XPENG 1024 TECH DAY REPLAY
Event by XPENG

Mon, Oct 25, 2021, 6:00 AM - 11:30 PM (your local time)

Online - LinkedIn Live

Fangya Cai and 147 other attendees

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Ammro Hussein · 2nd
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