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Objective and background of the initiative;

In the last three years, I have been dedicated to create a new digital area for Brazilian B2B trade shows. The main point of this strategy is to transform our events into Market Makers of their markets using content, relationship and business with digital presence 365 days per year to increase digital brand reputation.

Our ambition is to become the benchmark of our markets, be the platform to help making buying decisions, offering technical, exclusive and relevant content to qualify buying decisions for current and future buyers, to increase our digital branding portfolio leaving the exclusive square meter sale in the past and, generating revenue by monetizing our content and qualified audience.

To make this strategy works we divided the project in three steps below:

Step 1 - How to create a content marketing strategy from the beginning in a company that has no tradition on digital content? This part of the job was dedicated to creating the strategy foundations: such as (the team, the budget, personas, campaigns, net of suppliers, a strong editorial project, social media and inbound marketing tools, and last, but not least training the marketing team about how they should use content marketing in their trade show marketing strategy). During this first year of strategy we achieved 27.000 attendee's organic leads for our content channels. Our e-mails campaigns opening rates went up from 10% to 25% and click rates went up from 3% to 15%.

Step 2 - How to gain scale on content marketing production without increase the costs proportionally? After one year and the channels consolidations, with increase of performance from the content campaigns, it was time to gain scale. The main point of this second year of strategy it was to improve the quantity and quality of our content, using more and more specialized journalists, stablishing new partnerships for content development, create new content formats such as (webinars, web animations, live broadcast inside the trade show etc). During our second year of strategy we reached 40.000 attendees organic leads for our content channels. Our e-mails kept the elevated opening and click rates and we had more and more feedbacks of our audience saying that our content was useful and very helpful to decision makers.

At the same year, some of our (NPS (Net Promoting Score) based on attendee's evaluation had a significant increase such as: (Agrishow from 67 up to 76); (Feimec/Expomafe from 52 > 65) and (Fispal Tecnologia from -10 up to 42). All those results came from an effort of the events in become the best version of themselves and the content helped with the digital brand reputation.

Step 3 - How to monetize all this content products and our qualified audience?

As the content channels launched and developed, and the content production increasing the trade shows reputation, it was time to start to monetize this audience. In the beginning of this third-year project we developed an inventory of digital products for each trade show.

This inventory was created with an upgrade of our digital catalogue, containing (banners, e-books, whitepapers and infographics). We also trained all the sales team to increase the revenue of trade shows with those digital products. As a result, after three months of digital sales strategy, we already sold R\$ 649.000,00 (US\$216.000,00) in banners and digital catalogue and the content products (e-books, whitepapers, and infographics) were responsible for 4% of this revenue.

Challenges of implementing the initiative;

We had lots of challenges, since the lack of digital culture inside the company to the challenge of change the mindset of leadership that did not believed in our digital content strategy as a valuable product, even the market showing how the marketing culture change in the past few years.

We also faced problems with a team that did not believed in content marketing strategy as a solution to increase the attendee's database, and a sales team department that did not want to change their behavior to learn about something new that could increase the revenue and improve the reputation of their trade shows.

But to be real honest, the real problem of this innovation is that the mindset of lots of people that works with events is being stuck in the past trying to deliver a message using outbound marketing instead to learn and apply inbound marketing techniques to collect different and better results. Meanwhile the sales leaderships are much more worried about reducing costs year after year, without learn with the user behavior and how, in the past few years, digital had a huge impact on them, and as well on the B2B events.

Actions: scope, time, target group;

Action: to create one content marketing channel for each trade show inside Informa Exhibitions Brazil to increase the digital reputation of trade shows 365 days per year, increase our attendee's database and monetizing this content after three years of the beginning.

Scope: the scope was to identify personas and create a relevant buyer journey for each attendee profile that we have detected by our marketing teams using inbound marketing tools such as, HubSpot, Marketo, RD Station and Eloqua to deliver the best message at the right time of the buyer journey. In our case, we started the strategy with a local tool called RD Station and now, the Informa Group brought (for all trade shows) Eloqua an inbound marketing tool. It's important to emphasize that we were the first marketing team in the group (more than 42 countries) to adopt a content marketing strategy and an inbound marketing tool in our trade shows showing real results in terms of lead generation and revenue streams.

Time: we had three years to deliver this strategy for Brazilian trade shows. We started convincing 10 Show Directors that they should invest on this strategy, and now, after three years, more two trade shows that did not believed on the strategy before are starting to adopt this marketing strategy. After only three years, we already have a digital reputation and are strong and confident enough to say that we have a dedicated content marketing team capable of delivery the best content marketing strategy for our audience and to sponsors that are convinced that they should invest on that.

Target Group: in the beginning, we were focused on attendees only. Our main goal in the beginning was to prove that content marketing was a valuable strategy to increase the attendee's database in an organic way. As a collateral benefit, we started to awake the interest of exhibitors and sponsors of our trade shows, proving that it could be a

quickly way to increase the digital revenue possibilities. Now, as we already have a sales digital strategy we are giving the first steps to create a content marketing strategy for our exhibitors and sponsors that will work as a pre-sale department. This is the main point for 2018.

Detailed results of your initiative.

Lead generation

We achieved more than 40.000 attendees leads during the first two years of digital content strategy only in an organic way.

Digital brand reputation

At the same year, as an indirect result, some of our NPS (Net Promoting Score) based on attendee's evaluation had a significant increase such as: (Agrishow from 67 up to 76); (Feimec/Expomafe from 52 up to 65) and (Fispal Tecnologia from -10 up to 42). All those results came from an effort of the events in become the best version of themselves and the content helped with the digital brand reputation.

Revenue Streams

Only in three months we achieved the remarkable sales number of R\$ 649.000,00 (US\$216.000,00) of digital products revenue such as (banners, digital catalog and the digital content strategy). In three months of strategy e-books, whitepapers, and infographics were responsible for 4% of this revenue.

Awards

Informa Awards 2016

In 2016, in the first year of project we were nominated for Informa Awards, a global prize involving the role company to reward the best practices around the globe. My team, at that time (the Brazil Content Marketing Team), was rewarded as the 3^o place on the category (Top Team), for our first year of content marketing strategy.

GE Awards 2017

In 2017, we were rewarded again as the GE global prize, another Informa Award for the best marketing ideas implemented to bring new revenue to the trade shows. This time, for the training of the role sales department in Brazil to sell the digital products and by the creation of a campaign about digital transformation inside the company to stimulate innovative thinking.

ESFE Awards

Informa were recognized at the recent ESFE (The Trade Show Association for the fairs and events sector in Brazil Meeting). Araceli Silveira, the VP of Marketing of Informa Brazil (my directly leader that hired me to create and apply this strategy in Brazil) was honored with a prize for her leadership in developing the content marketing strategy for our events in Brazil. At this occasion, our CMO (Chief Marketing Officer) of the Informa Group mentioned that our brazilian strategy is showing real results in terms of lead generation and new revenue streams.