

POSITION OUR BRANDS AS
REFERENCE ON THEIR MARKETS

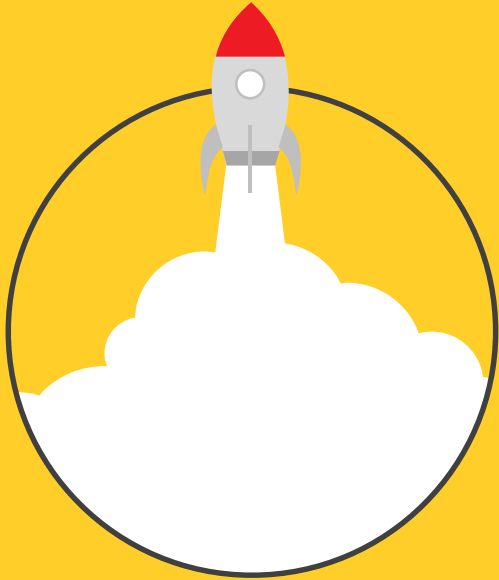
**IMPROVE AUDIENCE
QUALIFICATION**

MAKE MONEY WITH
DATA MONETIZATION

**DIFFERENTIATING INFORMA
AS A VALUE MAKER AND NOT
A COMMODITY ORGANIZER**



OUR GOALS



HOW TO TRANSFORM A TRADE SHOW INTO A **360° PLATFORM?**

Exhibitions

1.X

Model:

Current and emerging

Role:

Business and knowledge-enabler

Attributes:

- Some sponsorship/ticketing
- Some focus on attendee quality/ segments
- Upskilled marketing function
- Adaptation to industry trends
- Add-on technology enablers
- Some participant interaction facilitation
- Descriptive analytics

2.0

Model:

Future

Role:

365 value creator

Attributes:

- Multiple, value-based revenue sources
- Event is a reflection of industry ecosystem Marketing-led organization
- Continuous innovation
- Data-driven, technologically-enabled
- 365 engagement with the community
- Proactive model; industry shaper
- Predictive analytics



US companies using digital content marketing B2B:

85%

2015

87,5%

2019

eMarketer.com

Content produced by brands should generate only in the US:

2015 – US\$ 8 billion

2018 – US\$ 21 billion

American Business Insider



60%

OF LATIN AMERICAN COMPANIES ADOPT INBOUND MARKETING, SPENDING

1/3

IS THE COST TO ACQUIRE NEW POTENTIAL CUSTOMERS WITH INBOUND MARKETING

57% OF EXECUTIVES FROM LARGE COMPANIES

and agencies in Latin America believe that Content Marketing strategies have a strong influence on their marketing actions.

Genwords

DIGITAL ADVERTISING IN BRAZIL GREW BY 25.4% IN 2017,

reaching US\$ 5 billion. Digital segment already represents a third of the total invested in advertising in the country

Pesquisa Digital AdSpend 2018
- IAB Brasil





01

Brazil is the 4^o country with the most Internet users in the world
UN

02

There are 120 MILLION users in Brazil
UN

03

Brazil leads the audience of social media in Latin America:
97.7 million unique users.
ComScore

04

More than 60% of the digital audience is multiplatform
(desktop and mobile).
ComScore

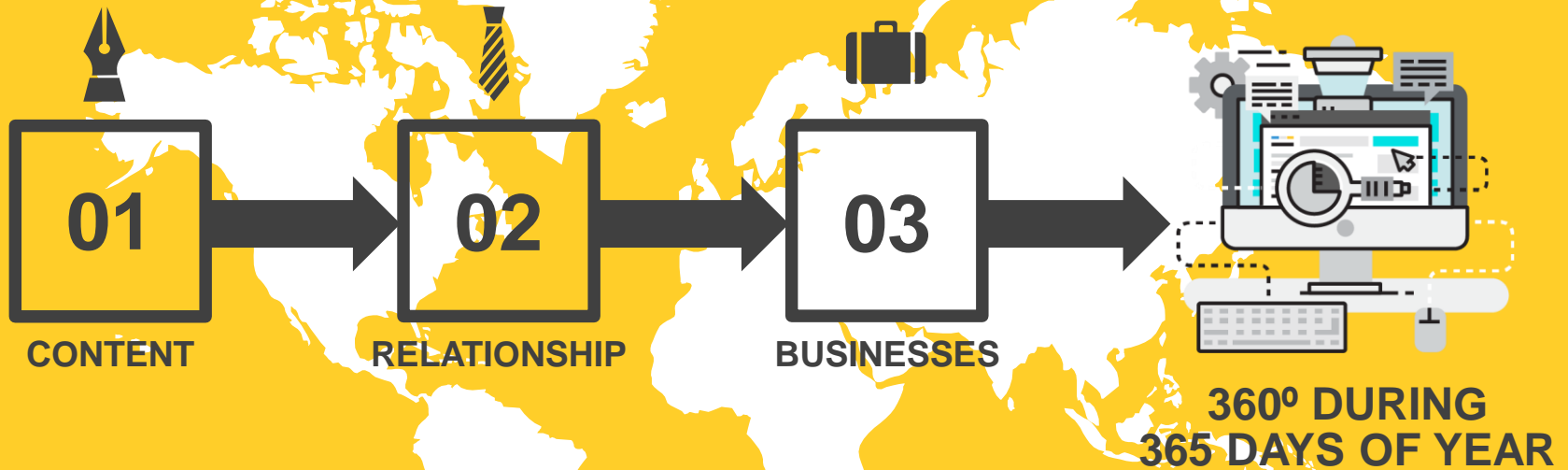
05

Average daily use of the internet via desktop or mobile:
8h 56 m
Hootsuite/We Are Social

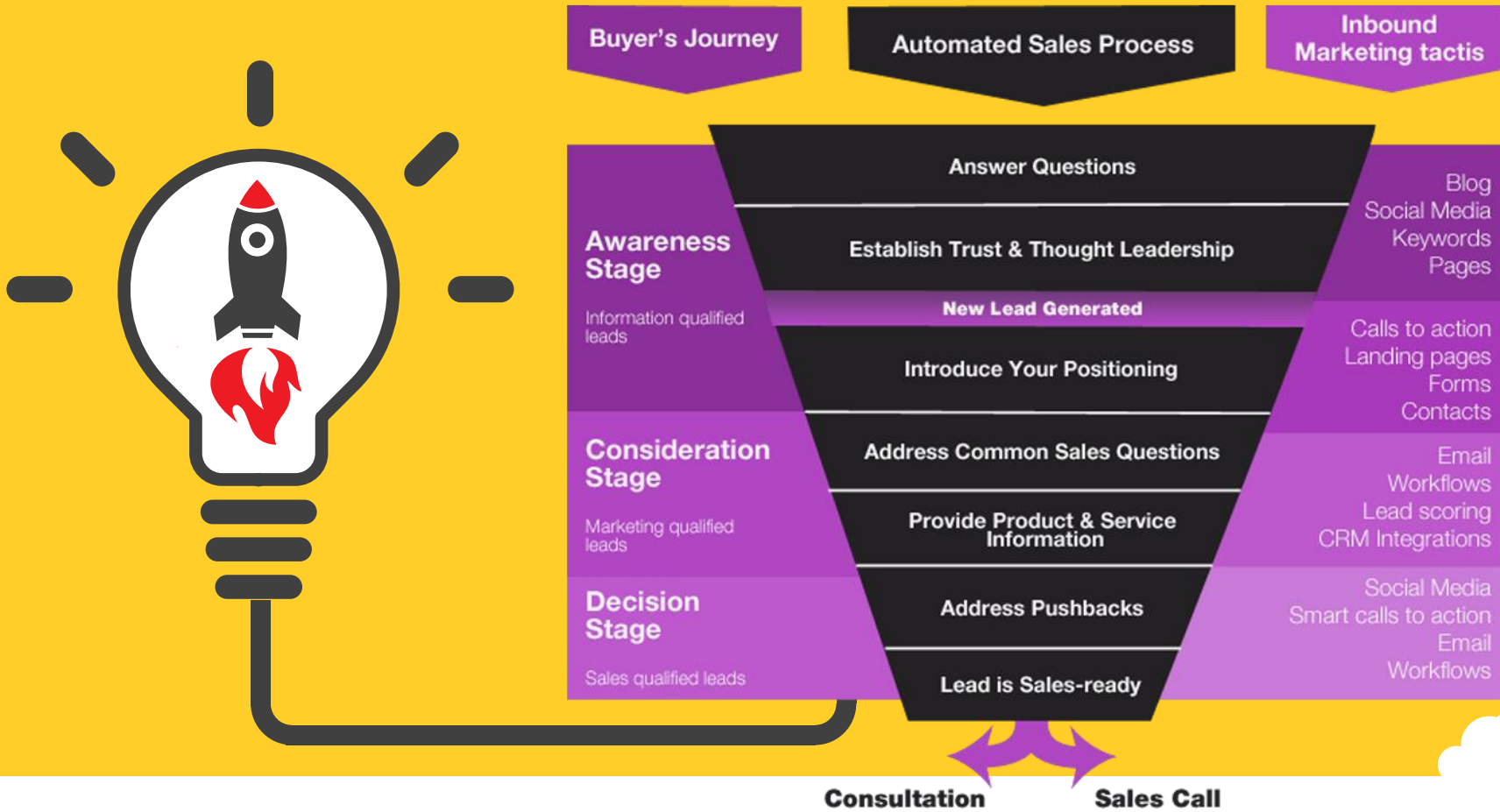
06

58% of Brazilians research products on the internet
Hootsuite/We Are Social

THE IDEA



THE IDEA



THE IDEA



STEP ONE
the team/
the channels

2016



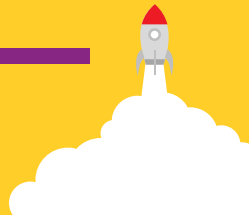
STEP TWO
gain scale
(without increasing costs)

2017



STEP THREE
making money
with data

2018



STRATEGY DETAILS

WHAT MAKES OUR BUSINESS MODEL SUSTAINABLE



THE RESULTS

FIRST YEAR 27.000 attendees organic leads
(downloads/visitor prospects)

E-mails opening rates went
up from 3% to 15%



E-mails click rates went
up from 10% to 25%

SECOND YEAR 40.000 organic leads
(downloads/visitor prospects)

THIRD YEAR 26% of digital revenue
coming from this strategy



THE RESULTS

USERS OPINIONS



Ana Laura

27/11/2017 às 22:27 Editar

RESPONDER

Obrigada pela excelente explicação, foi de grande valia!



Gilson

27/02/2018 às 13:11 Editar

RESPONDER

Essas matérias são excelentes, hoje vejo que o olhar para movelaria, em especial as marcenarias tem mudado



Jorge Miranda

14/12/2017 às 09:48 Editar

RESPONDER

Gostei muito da matéria, tenho projetos para 2018 em placas de sinalização.

CLIENTS BRANDS



Bradesco

BUNGE



ROMI



THOMSON REUTERS



**TOKIO MARINE
SEGURADORA**



TOTVS



THE RESULTS



SEGMENTED CONTENT

E-mail campaign for
the interest of the
visitor profile

Opening of emails
+ 112%

Click emails
+ 73%



TOTAL OPENING EMAILS

For similar bases,
from January
Opening of emails to Ma
y (2017 X 2018):

+ 155%



CONVERSION OF VISITORS

Pre-accredited visitors:
from 49.2% to

57.8%
in the last 2 years



ONLINE TICKETS SALE

Digital promotion
strategy, the online
tickets sale of Agrishow
(2017 X 2018):

+ 55%

BOOK A STAND

Completion of the
form on website
(2017 X 2018):

+ 55%



THE CHALLENGES

- BRAZILIAN ECONOMY MARKET
- BRAZILIAN LEADERSHIP (FAST RESULTS)
- TO PROVE CONTENT MARKETING ROI
- LACK OF INVESTMENTS (TO KEEP SUSTAINABLE)
- BALANCE INNOVATION TIME X IMPLEMENTATION TIME



THE OBSTACLES

- LACK OF DIGITAL CULTURE
- LACK OF TOOLS
(DIGITAL CATALOGUE)
- LITTLE INVESTMENTS
- CHANGE THE LEADERSHIP
MINDSET
- IMPROVE MARKETING
TECHNIQUES/SKILLS
- IMPROVE SALES
TECHNIQUES/SKILLS



THE FUTURE



(2019)

STUDIO INFORMA

Video and Webinar Studio Informa Brazil
(On Demand)

(2020)

INFORMA PLAY

Monetize not only with brands
but audience using recurrency model (paywall)

**REMEMBER:
CULTURE EATS
STRATEGY
IN BREAKFAST!**



HOW TO AVOID IT?

ENGAGE ALL EMPLOYEES (LEADERS SPECIALLY)

- Give them training
- Let them participate of Innovation process
- Bring them together to lead their teams

NUMBERS MATTER

- Implement a data report culture (Marketing)
- Reward best practices (Marketing & Sales)
- Stablish a mentor for innovation process
(a respectful leader inside the company)

PROTECT INNOVATION

- Innovation takes time, be patient
- Implement a culture of error
- Have clear standards and pathways
- Be strong and brave to lead innovation



informa  **LaB**

WE ARE JUST GETTING STARTED

Thank you