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
HOW TO TRANSFORM A TRADE SHOW INTO A 360º 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
60% of Latin American companies adopt inbound marketing, spending 1/3 of 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.

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.

US companies using digital content marketing B2B:

- 85% in 2015
- 87.5% in 2019

Content produced by brands should generate only in the US:

- 2015 – US$ 8 billion
- 2018 – US$ 21 billion

(eMarketer.com, American Business Insider, eMarketer.com, Pesquisa Digital AdSpend 2018 - IAB Brasil)
01. Brazil is the 4º country with the most Internet users in the world
   
02. There are 120 MILLION users in Brazil
   
03. Brazil leads the audience of social media in Latin America: 97.7 million unique users.
   
04. More than 60% of the digital audience is multiplatform (desktop and mobile).
   
05. Average daily use of the internet via desktop or mobile: 8h 56 m
   
06. 58% of Brazilians research products on the internet
THE IDEA

01 CONTENT

02 RELATIONSHIP

03 BUSINESSES

360° DURING 365 DAYS OF YEAR
THE IDEA

Buyer's Journey

Automated Sales Process

Inbound Marketing tactics

Awareness Stage
- Information qualified leads
- Answer Questions
- Establish Trust & Thought Leadership
- New Lead Generated
- Introduce Your Positioning
- Address Common Sales Questions
- Provide Product & Service Information
- Address Pushbacks
- Lead is Sales-ready

Consideration Stage
- Marketing qualified leads
- Calls to action
- Landing pages
- Forms
- Contacts

Decision Stage
- Sales qualified leads
- Email Workflows
- Lead scoring
- CRM Integrations
- Social Media
- Smart calls to action
- Email Workflows

Consultation
Sales Call
THE IDEA

STEP ONE
the team/
the channels

STEP TWO
gain scale
(without increasing costs)

STEP THREE
making money
with data

2016
2017
2018
STRATEGY DETAILS
WHAT MAKES OUR BUSINESS MODEL SUSTAINABLE

The Brief (2016)
Define the editorial line, the team, the budget and the tools involved such as the automation marketing tool.

The Scalation (2017)
Select the content start ups, establish new content partners, test new content formats, gain scale promoting our content directly to our audience using automation marketing tool.

The Sales (2018)
Develop an inventory of digital products for each event. To teach all the sales team to increase the revenue with digital products.

The Future (2019)
To create our on demand Studio Informa using lending technology to develop multiplatform products such as video, webinars, lives etc.

The Future (2020)
To develop new revenue streams using your audience as clients inside Informa Play platform, a technology available to create our own streaming content platform.
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
Obrigada pela excelente explicação, foi de grande valia!

Gilson
27/02/2018 às 13:11 Editar
Essas matérias são excelentes, hoje vejo o olhar para movelaria, em especial as mercenárias tem mudado

Jorge Miranda
14/12/2017 às 09:40 Editar
Gostei muito da matéria, tenho projetos para 2016 em placas de sinalização.

CLIENTS BRANDS

Bradesco
BUNGE
Cummins
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 May (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
• LACK OF DIGITAL CULTURE
• LACK OF TOOLS (DIGITAL CATALOGUE)
• LITTLE INVESTIMENTS
• CHANGE THE LEADERSHIP MINDSET
• IMPROVE MARKETING TECHNIQUES/SKILLS
• IMPROVE SALES TECHNIQUES/SKILLS
(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
Thank you

WE ARE JUST GETTING STARTED

informa LaB