

Beyond Booth Babes:
Leverage Entertainment Marketing for Maximum Results

Nathan Coe Marsh
MoreBoothTraffic.com
(800) 373-4681
c: (443) 822-4376
NCM@IllusionArtistry.com

©Nathan Coe Marsh, 2009. All Rights Reserved. This publication may not be reproduced without the express written consent of Nathan Coe Marsh. Fair-use excerpts should attribute the article to “Nathan Coe Marsh/MoreBoothTraffic.com”

***Beyond Booth Babes:
Leverage Entertainment Marketing for Maximum Results***

Attention. Interest. Desire. Action.

They are the classical steps of attracting new customers. One of the biggest challenges at trade shows is how to garner positive and distinctive attention in the face of direct competition and numerous distractions. To get attention, companies have experimented with attractive representatives, robots, drawings, etc. etc. But, in terms of moving the sales process forward, are all booth attractions created equal?

It is easy enough to get attention, the challenge is to make the attention device relevant to your message so that prospects develop a true interest in what you offer, rather than just being entertained. For example: have you ever told a friend about a funny commercial, only to realize you don't remember the product? They got your attention, but failed to leverage that attention to communicate the message.

Attractive people, prize drawings, and knick-knacks get attention – and your prospects may remember the personnel, the drawing, and the giveaways – but do your prospects remember you? What if you could combine the benefits of the best booth attractions with competent and targeted sales messages in one tool that garners attention, interest and desire?

Enter the entertainment marketing professional. An entertainment marketing professional is a proven entertainer who also possesses communication and marketing skills to effectively deliver your message in a fun and memorable way.

Think of the GEICO Gecko. The Gecko is a genuinely entertaining character who makes sure that while you're smiling and laughing, you're getting the message.

By seamlessly integrating entertainment with a commercial message, you not only get attention and stand apart from the competition: your message becomes more effective. Your prospects are relaxed – laughing and having fun – and, while in this receptive state of mind, they are learning about the benefits of your product or service. When these benefits resonate with them, your booth attraction has created attention, interest, and desire; they're engaged and interested before they even speak with your staff and you've begun to build momentum towards a purchase decision.