

SECOND HOME MARKETINGTIPS

EARN €250,- IN PORTAL CREDITS!

COMPLETE ALL THREE STEPS BELOW, SUBMIT THEM TO
INFO@SECONDHOME.NL AND RECEIVE 250 CREDITS!

1

Add a news item about your participation to your website

Make sure all your website visitors know about your participation in the Second Home Expo

2

Announce your participation on your social media channels.

Download promotional materials through the promotion page. Share this template with your followers on Instagram, Facebook or LinkedIn.

3

Add one of the banners from the promotional material to your website

Download promotional materials through the promotion page. Share this template on your website.

SHARE YOUR PARTICIPATION

BEFORE THE EXHIBITION

- We are participating (again) at Second Home Expo from <date> at <@venue>. Download your free ticket and come visit us at booth XX in hall XX 🏠 (insert your ticket link here)! #secondhomeexpo
- Only 1 more week until the start of the Second Home Expo! You are coming too, right?
- Download your free ticket here 🏠 (insert your ticket link here).
- The construction of our stand at Second Home Expo has started. Curious about the final result? Stay tuned! #secondhomeexpo

DURING THE EXHIBITION

- The Second Home Expo has started! Everyone is welcome to visit our booth XX this weekend from 10:00 am until 5:00 pm. Download your free ticket here! 🏠 (place your ticket link here).
- Do you have questions about ...? Visit our booth XX at the Second Home Expo. We'll be happy to help! Download your free ticket 🏠 (insert your ticket link). #secondhomeexpo
- Second Home Expo has been opened. We are ready until 5:00 pm to make your second home dreams come true! Download your free ticket 🏠 (place your ticket link).

AFTER THE EXHIBITION

- The Second Home Expo has come to an end! Thank you to everyone who came along for a visit! Didn't manage to visit this weekend? No worries, you can also find us at <next edition>! #secondhomeexpo

NEW TO THIS? CHECK OUT OUR 5 SOCIAL MEDIA TIPS! ➡

5 SOCIAL MEDIA TIPS

1

Use images and videos

The key to engaging your social media followers is providing visually appealing material. Use images and videos to showcase your participation. This can help put potential buyers in the mood and entice them to learn more about your company and your contribution at the Expo.

Be consistent across all platforms

A consistent presence on your social media accounts is essential. Make sure you post regularly on all channels and make time to respond to questions and comments from followers. By being consistent, you will build a loyal fan base and increase your reach.

2

3

Promote your participation and tag @secondhomebeurs

Social media offers the perfect way to promote your participation in the trade show. Don't forget to add a call to action with your personal ticketlink to our website to register tickets!

Make sure you are well prepared during the Expo!

Schedule your socials ahead of time. It allows you to focus on more important things, ensures consistency in your communications and increases your reach. By making smart use of hashtags and location tags, you can increase your brand awareness and visibility online.

4

5

Share our ready-made post

Make it easy on yourself! Use the ready-made posts. These are ready to download on our promotion page. Oh and don't forget to put your name and booth number in the caption! ;)