



LET'S GET SOCIAL

Join the Conversation with
World of Asphalt

Thanks to the support of our exhibitors and partners, World of Asphalt continues to be an industry leading trade show, bringing together professionals from across the globe to explore the latest advances in equipment and technology.

Help us set a new bar in 2022! Social media is a powerful tool for amplifying all of the news surrounding the show and get our industry in front of a broad audience. No matter how big or small your company may be or how long you've been around you can use social media to engage your customers, dealers and distributors. Leading up to the show, share news, events, contests, photos, videos and more to help us build excitement for the show and encourage attendees to visit your booth.



TWITTER TIPS:

- Follow @WorldofAsphalt on Twitter and retweet our posts
- Use the official show hashtag #WorldofAsphalt or #WorldofAsphalt2022 to share news and events with attendees
- Follow any of the users who are using the official hashtags you identify with based on their Twitter profile to be a prospective customer
- Publicize your booth number. Invite people via Twitter and offer something special that nobody else will get unless they are retweeting your tweet. Or offer a sample or free trial of your product/services for a retweet.
- Host a Twitter only contest. Example: Have people visit your booth, take a selfie there and use a special hashtag and the event hashtag to post it to Twitter for a chance to win a prize.



FACEBOOK TIPS:

- Follow the World of Asphalt Facebook page and share our posts.
- Post questions regarding the trade show, the special events at the show and other relevant information that will help you get more engagement and exposure.
- Promote your booth number and exhibition hall or lot on your company's brand page.
- Pin a post to the top of your page promoting your trade show special offers or contests.
- Post early and post often. Don't wait until the week of the show to start beefing up your online presence. Infrequent posts cause you to lose your connection with your audience.



LINKEDIN TIPS:

- Follow the World of Asphalt LinkedIn page and share our posts.
- Post an update from your personal LinkedIn account about news or special events leading up to the shows.
- Connect with people going to the show. Tell them where to find you at the show. Start building a relationship with them.
- Don't forget to look for similar business interests/connection that you have in common with fellow attendees.
- Use that "common ground" as a reason to have a conversation at the trade show. It's a powerful way to genuinely build a business relationship with a prospect or deepen one with an existing customer.



INSTAGRAM TIPS:

- Follow the @World.Of.Asphalt Instagram page.
- Visuals matter! Share photos, videos or stories about your preparations for the show. Once onsite, showcase what new products are in your booth, people using your products and teasers of contests or events you're hosting.
- Go live! Reach more followers and prospective leads by sharing perspectives directly from the show floor. Plus, give those who didn't attend a glimpse into what they're missing out on.
- Location, location, location. At the show, be sure to tag any posts with #WorldofAsphalt as well as the venue name (Nashville Music City Center).