

LET'S GET SOCIAL

Help us set a new bar in 2024! Social media is more important than ever 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.



INSTAGRAM

- Tag our official Instagram account @world.of.asphalt for any posts relating to the show.
- Tease what you people can expect to see from you. Share photos + videos, or even tease features of the products you'll be bringing to the show.
- 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.
- Use the official show hashtag #worldofasphalt for additional visibility.



YOUTUBE

- Tag our official YouTube account @worldofasphalt in the video titles for added reach.
- You don't need to be a professional videographer to make a successful YouTube video. Amateur vlog-style videos often find great success!
- Create a YouTube Short. These less than 1-minute videos with a brief caption are easy ways to share targeted content & appeal to a wide audience.



FACEBOOK

- Tag our official Facebook account @worldofasphalt in any show-related posts, as well as share our posts to your page so your followers know you will be exhibiting.
- 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.
- If possible, share the schedule of events you'll be having at your booth. If you'll be unveiling a new product at 9:00AM, promote it!

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TIKTOK

- Tag our official TikTok account @worldofasphalt for any posts relating to the show.
- Even if you don't plan on posting videos on TikTok until the show, still follow and engage with our videos as this will help the algorithm position you better to your desired audience.
- TikTok is meant to be fun and informal, don't feel pressure to post high-end professionally-produced videos.
- An easy way to post on TikTok is to post the same videos you've posted to Instagram Reels!



LINKEDIN

- Tag our official LinkedIn account @worldofasphalt for any posts relating to the show. We are more likely to engage with your posts when we're tagged!
- 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. Start building a relationship with them early!
- 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.



TWITTER / X

- Tag our official Twitter account @worldofasphalt in any show-related posts, as well as share our posts to your page so your followers know you will be exhibiting.
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