



**HOW TO  
DEVELOP A  
TRADE SHOW  
CONVERSATION  
FUNNEL FOR  
INCREASED PROFITS**

If you've been seeking a strategy to boost your profits at the next trade show, consider designing a conversion funnel—it could be the solution you've been looking for. In marketing, a funnel represents the journey potential customers take after discovering your business. Trade shows offer an excellent opportunity to implement the conversion funnel technique and exponentially grow your leads.

Let's delve into what a conversion funnel is, how it functions, and how you can utilize it at your next trade show to enhance profits. We'll also discuss acquiring a lead-generating stand, whether through a trade show display company or your own business.

### 1. Understanding the Conversion Funnel:

In a conventional funnel, new leads enter through the wide opening at the top and gradually progress downward. Along the way, some leads drop out, while others proceed to the narrow end—the ones who've committed to your business. However, a conversion funnel differs by featuring two interconnected funnels. This setup focuses on customer retention, viral marketing, loyalty campaigns, and referrals.

### 2. Attracting New Leads at the Top:

Trade shows are ideal for gathering new leads, making them perfect for implementing conversion funnels. A crucial aspect is having an attention-grabbing stand design. Visually appealing displays are more likely to draw visitors. To ensure quality, consider sourcing your stand from professional designers or reputable trade show stand rental agencies. These experts can craft displays that are both effective and eye-catching.

### 3. Closing Sales in the Middle:

After accumulating a list of new leads, the next step is closing sales—a critical stage in the conversion funnel. While not all leads will convert, the goal is to maximize conversions by leveraging your sales team and captivating stand design. Although some leads may choose other options, skilled salespeople can still secure sales.

### 4. Retaining Customers at the Bottom:

Once leads become customers, your focus shifts to customer retention. Implementing customer loyalty campaigns, such as discounts and exclusive offers, can keep

customers engaged and satisfied. The aim is to foster long-term relationships and encourage repeat business.

#### 5. Completing the Funnel Loop:

An essential feature of the conversion funnel is its profit-driving loop. By turning satisfied customers into advocates, you can attract new leads through referrals. Offering incentives, such as discounts, encourages customers to refer others to your business. This completes the loop and keeps the conversion funnel in motion.

By designing and implementing a conversion funnel tailored to your trade show strategy, you can effectively drive profits and maximize returns on your investment.