

# How to Drive Traffic to Your 3D Virtual Booth...Even If You're Not Exhibiting On-Site!

The single biggest challenge reported by virtual exhibitors since March 2020 is getting enough attendees to visit their virtual booth.

One reason exhibitors have struggled is because they have tried to apply the same paradigms and principles in the virtual arena that they used in the live exhibiting arena.

## To succeed in the virtual arena, you must:

1. Understand why people visit virtual booths
2. Optimize your digital assets to deliver a valuable learning-based experience
3. Drive visitors to your virtual booth and engage with your content
4. Encourage them to reach out and engage with your staff

If you effectively address these four critical success factors, you will have a highly productive virtual exhibiting experience.

It's critically important to understand that the #1 reason people attend virtual events is to LEARN! As you produce your digital assets and promote your virtual booth experience, keep this idea top of mind.

You're the subject matter expert on your product and services. Your visitors are looking for you to help them understand why they should consider your product or service for their project, challenge or need, and why you offer the best solution.

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In the virtual arena, the key to driving traffic is to shift your focus from marketing and selling your product and services and pivot to a more educational approach that teaches your target market how to solve their problems and achieve their goals by using your products and services.

Look carefully at every digital asset you make available to attendees, from the way you write your company description, to how you design your videos and what the content is, to what literature and resources you include.

Ensure each asset is strategically designed to lead the visitor toward the next action step you want them to take in your virtual booth, while also making sure there is a clear value proposition delivered in all of your digital assets.

Before determining what materials to include, carefully review each and ask yourself,

**“What will the viewer learn by consuming this content?”**

If you cannot answer this question, you must rework your digital content.

Doing this will also provide you with valuable messaging that can be integrated into your marketing program to drive more visitors to your booth.

Another critically important insight is to understand that virtual attendees DO NOT walk up and down virtual exhibit aisles and fall into booths at random.



**To win the game of virtual exhibiting you must have targeted outreach** to the right attendees, ideally multiple times through different media, and deliver a clear and compelling value proposition that helps the attendee understand what they will learn and gain by visiting your virtual booth.

It's recommended that you use as many marketing channels as you have the time, budget, and skill set to utilize: email, social media, your website, the event website if available, landing pages, digital and/or print advertising and even direct mail where the clutter has gotten really light.

If you thoroughly address the four critical success factors presented in this article, you will be able to attract your fair share of traffic to your virtual booth. Each visitor will get value from their time because they learned something, and chances are high that you will get a lot of value from your 3D booth.

Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert and contributed the content of this piece. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and training services guaranteed to deliver results.

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