



SBBOPRO VENDOR MARKETING GUIDEBOOK



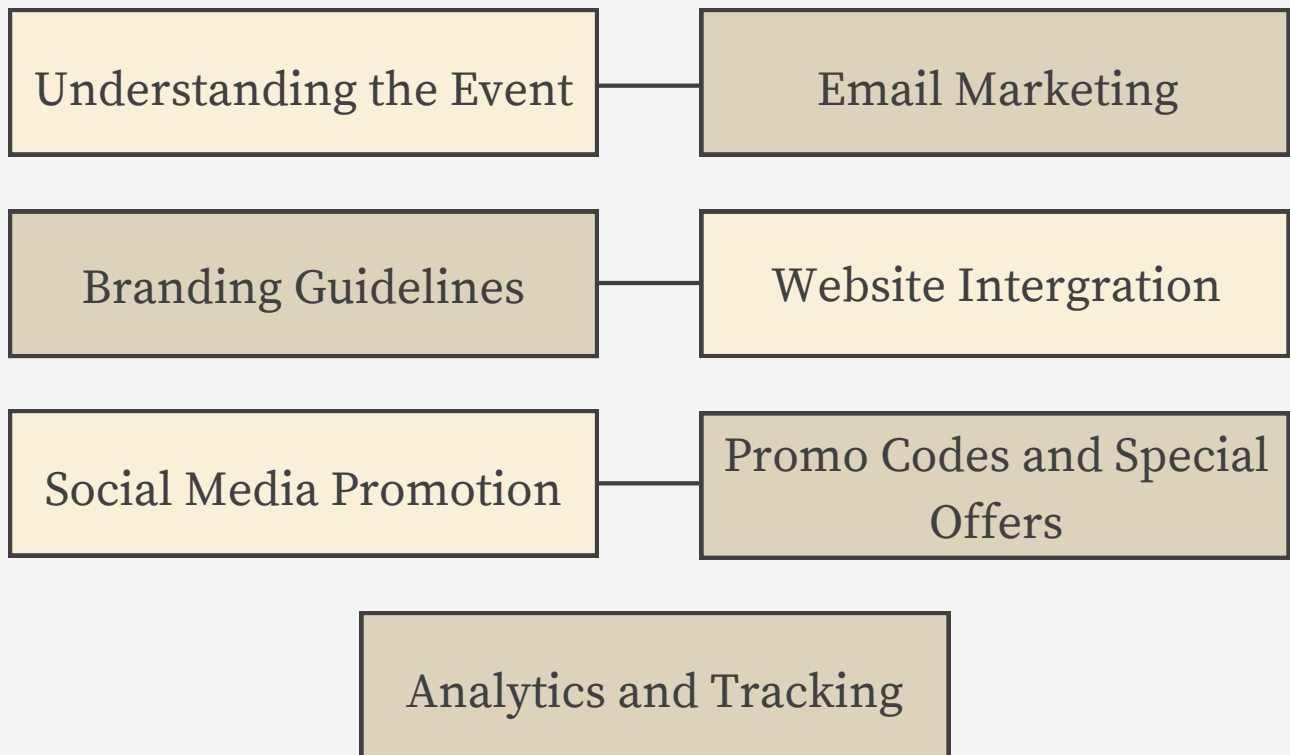
ONE-STOP RESOURCE FOR ALL THINGS
PROMOTIONAL.

FREE DOWNLOAD

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Your Content

How to plan



Understanding the Event

Before promotion, it's essential to grasp the core objectives and offerings of the event. This will allow you to align your messaging seamlessly.

- Event Name: SBBOPRO Virtual Trade Shows
- Date and Time: [Insert Date and Time]
- Objectives & Offerings: The core objective of the Barbiverse event is to provide a comprehensive platform for professionals in the barbering industry to network, showcase products, and learn about the latest trends and techniques. Offerings include virtual booths for exhibitors, live demonstrations, and educational seminars.

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Email Marketing

Here are ten Call-to-Action (CTA) suggestions for promoting ticket sales for your Barbiverse event:

1. Secure Your Spot! Register Now for Barbiverse and Elevate Your Barbering Game.
2. Don't Miss Out! Click Here to Unlock the Future of Barbering at Barbiverse.
3. Join the Revolution! Book Your Tickets to Barbiverse Today.
4. Get Ahead in Your Career. Register for Barbiverse Now!
5. Be the First to Know. Click Here for Exclusive Access to Barbiverse Seminars and Demos."
6. Discover, Network, Thrive! Get Your Barbiverse Tickets Today.
7. Invest in Yourself. Register for Barbiverse and Take Your Skills to the Next Level.
8. Be Part of the Barbering Evolution. Click to Get Your Barbiverse Tickets Now.
9. Ready to Level Up? Secure Your Barbiverse Pass Today."
10. Last Chance! Limited Tickets Remaining for Barbiverse —Book Now.

Branding Guidelines

Consistency is key to effective marketing.

- Logos: Only use the official SBBOPRO and event logos provided.
- Colors: Stick to the event's color scheme.
Gold & Black
- Fonts: Use the recommended fonts for all promotional text. Source Serif Pro



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Social Media Promotion

Boost your visibility and engage your audience through social media.

- Hashtags: Always use #[Event Name], #[SBBOPRO], and #[Your Brand] for maximum visibility.
- Frequency: Post at least twice a week leading up to the event.
- Content Ideas: Behind-the-scenes prep, countdowns, special offers or previews



Email Marketing

Directly reach out to your customer base through targeted email campaigns.

- **Subject Lines:** Make them engaging yet informative.
- **Content:** Briefly explain what attendees can expect from your booth and the overall event.
- **CTAs (Call to Actions):** Encourage recipients to register or learn more, and provide a direct link for actions.



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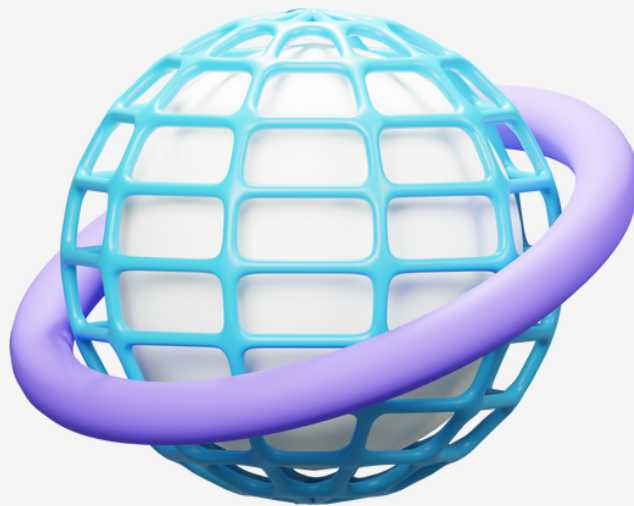
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Website Integration

If you have a website, make the most of it to promote the event.

- Web Banners: Place event banners on high-traffic pages.
- Blog Post: Write a short article outlining what attendees can expect.



Attendee Benefits

Industry Insights: Gain valuable knowledge from leading experts in the barbering industry.

1. **Networking Opportunities:** Connect with peers, vendors, and potential clients in a virtual environment designed for interaction.
2. **Live Demonstrations:** Witness cutting-edge techniques and product use-cases showcased live.
3. **Educational Seminars:** Attend seminars focusing on the latest trends, best practices, and business management tips.
4. **Virtual Exhibitor Booths:** Browse a wide array of products and services tailored for the barbering industry.
5. **Interactive Q&A Sessions:** Get your questions answered by professionals during interactive panels and workshops.
6. **Exclusive Deals:** Take advantage of special offers and discounts from vendors and sponsors.
7. **Resource Material:** Download informative eBooks, whitepapers, and templates to help you succeed in your career.
8. **Certification Programs:** Participate in courses and quizzes that offer certificates to boost your professional credentials.
9. **Community Building:** Engage in breakout sessions and social activities designed to build a sense of community among attendees.

Promo Codes and Special Offers

Incentivize attendance through special offers.

- **Promo Codes:** Use the unique promo codes provided in your Vendor Marketing Kit.
- **Early-Bird Offers:** Consider special offers for attendees who register early.



EARLY
Bird
Promo

Analytics and Tracking

It's important to measure the effectiveness of your marketing strategies.

- **Tracking Sheet:** Use the provided Excel sheet to track key metrics.
- **Evaluation:** Adjust strategies based on performance indicators.

We are excited to see how you'll make this event your own. For any additional help, please don't hesitate to reach out to our team. Best of Luck!

The SBBOPRO Team

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