

stratégies ^{11th} PME EDITION

SOCIAL MEDIA TIPS

PRESENTED BY :



EVENT'S PARTNERS :



SOCIAL MEDIA TIPS

Here are some tips to guide your social media management before, during, and after the event. For this 11th edition, our primary objective is to get our experts, the highest visibility possible on social media.

OUR SOCIAL MEDIA



Twitter : @StrategiesPME



Instagram : @strategiespme



LinkedIn : <https://www.linkedin.com/company/strategiespme>

OUR TARGET AUDIENCE

STRATÉGIES PME is aimed at leaders of growing SMEs. We're not targeting visitors that are self-employed, consultants, or from a start-up company. Therefore, to maximize the impact of your social media messages, make sure they are clearly directed at the **leaders of growing SMEs**.

USEFUL INFORMATION ABOUT THE EVENT

- The event in Quebec bringing the most SME leaders and experts in one place. More than 5,000 visitors, 89% of whom are SME business leaders.
- We offer 130 conferences, and more than 450 experts are on site.
- Conferences are 30 minutes long and experts with a consulting area (booth) are available at all times during the two days of the event.
- The leaders who come to visit the event have an **average** of 13.5 years of business existence.

LOGO

- You can download our logos on our website in the **“Guide de l’exposant”** section, under the **“Experts”** tab. Feel free to use them in your publications about your presence at the event.

INDICATIONS

- Please use the hashtag **#STRATEGIESPME** as often as possible to create group conversations on social media around the event.

BEFORE THE EVENT

- Announce your presence at the 11th edition of STRATÉGIES PME on your various social media. You can also announce your conference title, venue, date, and time, if applicable. It is important to mention (“tag”) our account:

- Twitter (@StrategiesPME)
- Instagram (@StrategiesPME)

- During the two days of the event, put forward your presence and availability in your consulting area (booth) to answer all the questions of SME leaders. Discuss the expertise you cover and the questions you can answer.

- Publish our promotional video on your social media, which will be available on our website this fall.

- Use related keywords about your message in your tweets such as:



- This is a great practice to get as much engagement as possible. Using a hashtag increases the chances that your tweet will appear in a Twitter search. However, please don't overuse the hashtags in your tweets. Try to limit yourself to a maximum of two. A tweet with too many hashtags may look like spam.

- Repost our tweets to your Twitter account. We will do the same with your posts to get as many views as possible on the content of the event.

- Ask open questions in your publications such as: “What is your biggest concern as an SME leader?”

- Arouse people's curiosity by posting the topic of your conference on your various social media.
- For SME leaders, publish reasons to attend STRATÉGIES PME such as:
 - Find concrete answers to your concerns.
 - Further develop your leadership skills.
 - Discover potential strategies for the coming year.
 - Meet the experts who stand out among SMEs.
- Include a picture in each of your Facebook publications as well as in your tweets (if available characters allow). A post with a photo gets a lot more attention and engagement. Various **pictures of the event** are available in the **“Guides de l'exposant”** section of our website, under the **“Experts” tab**.
- Please note that it is **forbidden** to run contests, draws, or any other mass distribution strategy with the free tickets you received (e.g.: general announcements on newsletters, social media, etc.). These complimentary tickets are intended for targeted SME leaders. Instead, we recommend you contact your SME customers and prospects and offer them tickets directly. STRATÉGIES PME is aimed at leaders of growing SMEs, so we are not targeting visitors that are self-employed, consultants, or from a start-up company.
- Invite the SME customers and prospects who received free tickets to follow the event's Twitter account, LinkedIn page, and your social media to stay up to date on the latest developments.

DURING THE EVENT

- Publish as much as possible your presence at the event on your social media pages, share pictures of your consulting area (booth), invite people to come and visit you to discover your expertise and services, or introduce your team members present in your consulting area (booth).
- Announce your conference title, room number, date, and time, if applicable on your social media to attract as many people as possible.
- Be sure to check your social media pages and the hashtag **#strategiespme** regularly. Several visitors post their impressions of the event directly online. You will be able to answer their questions and comments in real-time. Feel free to participate in the conversation about the event. When responding to a visitor, it is important to customize each message.

AFTER THE EVENT

- Use your social media to thank the people for visiting you at the event.
- Have a look at your posts on Twitter, Facebook, and LinkedIn as some visitors may contact you directly through them.
- Share a summary of the event through your social media channels.
- Do not hesitate to add on LinkedIn the people you met in your consulting area and from whom you have contact information. Keeping in touch with them will make it easier for follow-ups.



If you have any questions, contact Marie-France Juteau at 450-403-3444 or at mfjuteau@strategiespme.com

stratégies **11th**
PME **EDITION**

TO
SPEED UP
YOUR
GROWTH

450 experts
130 conferences

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