



THE BANKABLE BEAUTY BOOTH

*Marketing strategies that bring profits from
booths public events* ©

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Jamila Bannister

The Beauty Brand CMO

Hosting your own booth at a weekend market or trade show or expo is one of the best ways to generate quick cash and market your beauty brand. If you've never sold your beauty products at a public event, you might be wondering where to start with getting your own booth.

During my 8 years working in marketing and communications for corporate companies, I have set up and managed booths for almost every one of them. In this e-book, I'm sharing every trick and tip I learned during that time to help you set up a buzzing and profitable booth at your next market.



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GET PREPARED

Before committing to any market, set your goals. To know whether or not you are successful, you must set some benchmarks to measure performance. Despite the intrigue and buzz, you will enjoy on the ground, remember, a booth is a marketing activity, therefore you have to be intentional about measuring its success.

Examples of goals to set include:

- To generate \$5000 in sales
- To increase your mailing list by 100
- To increase your average order value by \$30
- To make new contacts
- Get feedback on a new product

Each goal should be quantifiable. This makes it easy to know whether you've been successful in meeting it. Other support goals could be: to raise brand awareness, make a positive impression on your audience, and position your brand as a leader in your niche.

Pro Tip

Though some numbers may be regarded as vanity metrics, they help because you're able to get a sense of sentiment, liking, brand awareness and brand visibility.

These include:

Likes

Shares

Comments

Recommendations

Word of Mouth Endorsements

Identify your top 3 goals below

Set your budget

Hosting a booth at a market could become expensive. To keep costs under control, set your budget and make logistical choices that don't break the bank. Some of the items you want to keep in mind for your budget include:

- Market registration fee
- Booth infrastructure
- Tables & Chairs
- Tablecloths
- Branded banners
- Point of Sale Terminal
- Cashbox
- Product display stands
- Racks
- Product storage
- Decor
- Giveaways
- Product samples
- In-event advertising
- Pre-event advertising
- Craft service



Do Your Research

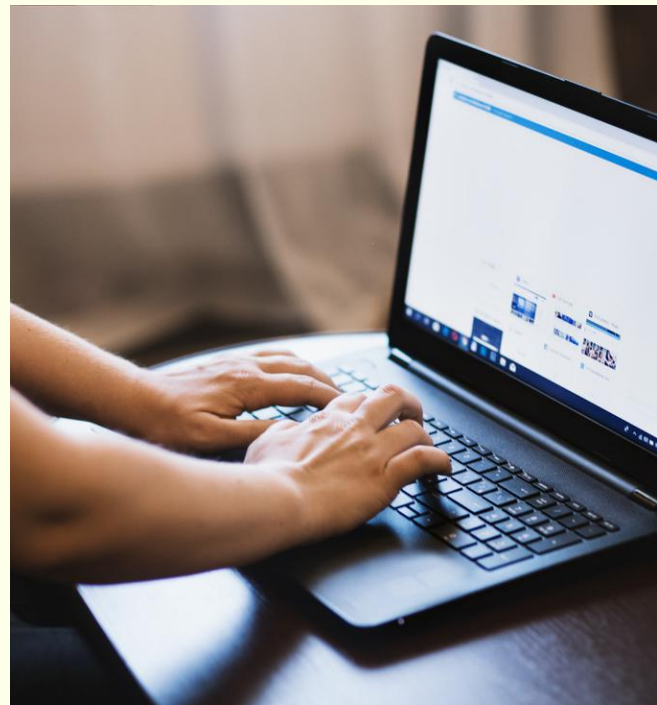
Now that your goals are set, and you know your budget, it's time to start doing some research to find the markets and shows you can attend. Here are a few places where you may find markets that are a perfect fit for your brand and product.

Google

Though it might seem obvious, when it comes to finding markets, Google is your friend. Look for markets in your city or neighborhood by simply searching “farmer’s markets”, “beauty expos”, “trade shows” or “weekend markets” in your area. Then get in touch to find out about registration.

Facebook Events

Facebook's event page is one of the best places to find events happening in your area. Similar to the events you discover with a Google search, search Facebook for beauty, skincare, or hair care events that align with your brand and audience and reach out.





Industry groups

Facebook groups and beauty industry memberships are excellent communities where members tend to share information about upcoming markets and shows. Join as many active groups as you can, particularly ones with members in your city, for the latest news on upcoming markets and trade shows.

Eventbrite

Eventbrite is a treasure trove of events that are segmented by city. Finding the right markets for you should be a breeze there.

Chambers of Commerce

Your local chambers of commerce are always hosting business events. Even if you're not a member of the chamber, chambers usually host non-member events to encourage new sign-ups. Make a list of your local business chambers and reach out to them and find out what events are coming up.

Community Group Boards

Community groups in your city or neighborhood are an excellent way to learn about upcoming events where you can set up a booth to sell your products. Check your community boards you might just find your next market.



Hashtags

Searching hashtags is another gem of a research tactic. Search hashtags on Instagram and Twitter, include your city or state and you will get highly accurate results. You may even learn about events that were happening in your proverbial backyard.

Community Publications

Some communities still publish local newspapers and magazines. Ads in these publications are cheaper and more relevant to the specific city; making it highly likely that events will place ads in them. Browse the physical paper or the relevant website to see if there are any events on.



Qualify the Event

Finding an event is just half the battle. Next, you need to figure out if it has the potential to give you bang for your buck. These are some factors to consider when it comes to calculating your potential return on investment

Set up Costs

First, know your setup costs. Find out if the up-front costs are manageable for your business. The last thing you want to do is over-extend yourself financially as a new business. Therefore, it's crucial to track your expenses and understand your setup costs.

Know the Audience

Take your research a step further. On the platforms where it's available, like Facebook or Eventbrite, check the event attendees to get a pulse for who will be there. See if they are the type of audience that suits your business. This will help you profile the potential shoppers who will be there. Are they the freebie seekers, the big spenders, a mixed bag? Scan the crowd. Learn about your potential audience and determine if the market is a match for your brand.



Check Out the Vendors

Take a look at the other vendors who will be a part of the event. You can even try asking the event producers for the vendor list. Knowing who else will be there will help you to understand the type of audience that is expected to show up at the market or tradeshow. Checking out the other vendors means you can schedule some time for networking and connect with other industry professionals. Knowing who will be there, means you can decide on exactly who you'd like to meet well in advance and you can research your contact before meeting them. This is especially helpful if you are attending your first market or a market where you have never had a booth in the past.

Get Clear on Logistics

Understanding your space logistics is vital to optimizing your market experience and your budget. Asking for a venue site map to help you understand the “lay of the land” before you commit fully is a good standard practice. Scheduling a site visit, if possible, is even better, so you can get an accurate picture of your space. This way, you can measure your space and check for important spaces features like:

- Electrical outlets
- Emergency exits
- Bathroom facilities
- WiFi connectivity
- Parking
- Accessibility features like ramps and other accommodations for people with disabilities.

How to build an event toolkit

When you participate in events where logistics require decor, an event toolkit is essential. These are the items to include:

- Duct tape
- Mounting tape
- String
- A pair of scissors
- A glue gun
- Safety pins
- A heavy duty staple gun
- Command hooks
- Microfiber cloths
- Power cord/ Power strip



Finally, don't forget to verify with the event managers, the amount of time prior to the event you will be allowed into the venue to set up your booth. The last thing you need is to be scrambling to get things done at the eleventh hour.

Getting prepared before your big booth day is important as it helps you plan for any potential snafus. You can also assign responsibilities as needed for booth activities and most of all, serve your customers and give them the best brand experiences possible.

Resources

Here are a couple useful resources to make getting prepared less stressful:

- **EXPENSE-** the expense tracker app to help you manage your budget
- **VISTAPRINT:** the print-on-demand website to get your banners and t-shirts designed and printed

Pro-Tip

WiFi connections at markets are notoriously unreliable. If you can, walk with your own WiFi hot spot or get some extra phone data.

Particularly, if you are running a point of sale terminal in your booth, you need your wifi if you want to make any sales.



PLAN YOUR PROMOTION

One of the biggest benefits of attending a market is engaging with customers who may have strong buyer intent. This means that market attendees, many times, intend to spend money, but the key is ensuring that they spend their dollars on your products. Keep in mind though, that a market is a competitive space so differentiating your brand is critical. Therefore, you need to plan how you will promote your market appearance. Here are some strategies you can use to attract and convert shoppers.

Inform your audience

Informing your audience that you will be at a particular market is necessary. It might seem obvious, but many first-time vendors, rely on the event producers to promote the market and hope to benefit from the residual effects; or they may rely on the foot traffic on the day.

While this will have some benefits, it is certainly not enough to help your brand stand out. In such a competitive environment, taking charge of your marketing voice and message to promote your booth is crucial. Announce it on your social media, email your mailing list or even send out a text message. Do what's necessary to get the word out.

Pre-event Advertising

Depending on the size of the market and your budget, you may want to invest in some paid advertising leading up to the event. Boosting your visibility and reach to potential attendees gives you the chance to bring more potential buyers to your booth.

In-event Advertising

Does the market you're participating in have a daily announcement schedule? Take full advantage of this. Send the communications team a short script about your brand to advertise your booth on the PA system.



Live Stream from your booth

Live streaming your booth's activities is an excellent way to build the excitement for shoppers who may be on their way to the market or expo or even convince those who may be on the fence about attending. Live streaming may even have the residual effect of engaging online shoppers to head to your website or Instagram shop to check out your products.

Create a Instagrammable/TikTok space

If you really want shoppers to line up to see what you have to offer, create a photo-worthy or video-worthy space inside of the booth. Creating that perfect "instagrammable" corner where shoppers can take their selfies and film their videos, will attract curious shoppers like a moth to a flame. Whether it's a cute backdrop or a table with two chairs and the perfect centerpiece, create a space people want to document. An instagrammable space means you could benefit from user-generated content (UGC), with fans posting and tagging your brand as they shop.





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Pro Tip

Resist the urge to offer discounts as a customer attraction tactic, especially if you're attending your first market. You don't want to start with a deficit or be known as a discount brand.

Get creative and think of innovative ways to get your audience's attention. Creativity will differentiate your brand and help you stand out.

A Sponsored Segment

A level up on announcements over the public address system, is a sponsored segment or a live interview at the market's media center. If your market or expo has the option to book a live in-event interview, book yours. Use it as an opportunity to talk about your beauty brand and tell your brand story. This is your chance to connect with your audience in an authentic way to drive engagement.

Graphic T-Shirts

Get your team in uniform, on the floor. Instructional t-shirts with messages like "Want healthy glowing skin? Ask me how" or " Want a free makeover? Follow me" might be just what you need to get shoppers asking and following for more information. When it comes to getting people to take action, clear instructions are exactly what they need.

Strategic resource distribution

This is where you really think about how and where you physically post your staff. If your booth is located near the entrance, let your staff meet and greet at the back of the venue. If you're near the back, let them do it closer to the front. This allows maximum visibility throughout the venue, warming shoppers at the front or re-engaging those at the back.

A photograph of two young women with blonde hair and sunglasses, smiling and holding several shopping bags. One woman is wearing a black hat and a grey sweater, while the other is wearing a grey striped sweater. They are standing against a light background. The text 'ENGAGE YOUR CUSTOMERS' is overlaid in a white box on the left side of the image.

ENGAGE YOUR CUSTOMERS

Now that you have a steady stream of shoppers entering your booth, you've got to make it worth their while. The last thing you want is them casually looking around and leaving. Here are some effective ways to create a delightful customer experience and turn browsers into buyers.

Greeters

Start the conversation with would-be shoppers by having a greeter at the front of your booth to meet and greet passers-by and invite them into your booth. This is one of the reasons it's so important to get help to manage your activities during the day. The only way to understand what shoppers' needs are is to initiate conversation and ask.





Product Demos

Beauty shoppers tend to buy with their eyes before they pay in cash, so an effective way to get their attention is through product demos. Set up a demo area in your booth where you can do 5-minute makeovers, quick massages, or quick treatments. A live transformation is strong social proof to take a warm lead to a buyer.

Samples

The only thing better than seeing how a product works is feeling and even smelling it as it does. A simple way to stand out at a market or expo is by sharing samples of your products with potential shoppers. Offer a spritz of your fragrance or a dollop of your body butter and let shoppers experience your product on the spot. Samples go a long way in getting browsers over the line to become shoppers.

Pro-Tip

Always ask for the sale. While your shoppers are enjoying the samples, demos and selfies, always ask them if they would like to buy.

Inviting people to make a purchase is still necessary. Offer them the opportunity to take them over the line to exchange cash for product.

Gamify the Experience

Make the shopping experience fun and engaging by playing games with shoppers. Hair trivia, speediest MUA, skin bingo and if you really want to take it to the next level, a treasure hunt is always very exciting, engaging and gets the whole market to pay attention.

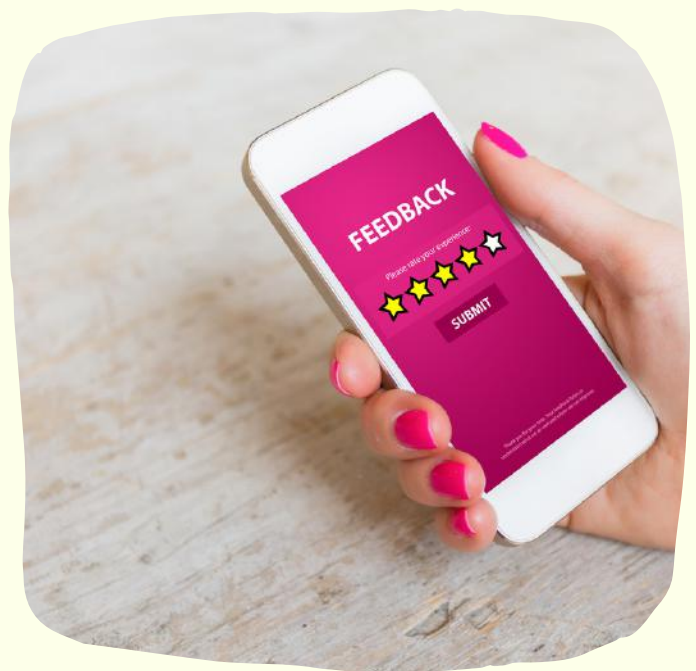


Scan to win with QR Codes

A subtle way to get shoppers to enter giveaway contests or to sign up for your mailing list is by having them scan QR codes. Thanks to the pandemic, contactless engagement is back, and placing QR codes at strategic points throughout your booth along with instructions for booth visitors to scan to win.

Collect Customer Feedback

One of the best parts about participating in a market or an expo is the opportunity to speak with shoppers directly. This is your chance to ask questions about your product, service, and even sentiment around your brand. Use surveys as a way to collect data. Then use that data to optimize your business.





MEASURE AND FOLLOW UP

You've worked hard, and talked to hundreds of shoppers, now it's time to review your performance and keep the momentum going until your next big marketing promotion.

Go back to your expense tracker to determine if you were successful. Even if you didn't hit all of your financial goals, that's alright. Use this guide to determine where you may have fallen short and fix those gaps before the next shop.

Review your mailing list and follower count to see how many new people you've added to your brand world.

Make a note of all the new contacts you legitimately intend to follow up with over the next few days. Note on your calendar when and why you intend to get in touch.

Send a welcome email or text

With all the new subscribers to your mailing list, you've got to give them a warm welcome to your world by sending out an email or a text message. This is the ideal time to show your potential customers what they can expect from your brand.



Follow industry contacts

Remember all that networking you did? Well, now it's time to follow each one of them on social media. Connect with them personally, not from your brand's profile. This is the start of new relationships that could bring you your next big opportunity.



Restock your brand assets

After a big event, understandably, you'll be exhausted. After you've gotten some rest, properly restock your banners, tablecloths, and any other physical branded assets. Poorly re-stocked assets can break, tear or even grow mold depending on how you store them. Replacing assets can be costly, so don't give yourself an unnecessary expense.

Things to Remember

1. The booths closest to the entrance will get the most traffic by default because of their location. However, shoppers aren't typically warmed up enough to begin shopping immediately upon entry. Therefore, pre-event promotion helps to warm up potential shoppers before they arrive.



2. If you do get a booth close to the entrance, it increases your visibility. Even if you're not located in the front, using the promotion tactics mentioned in this book will ensure you build visibility for your brand and your booth before and during any market. This will attract shoppers regardless of your location on the floor.



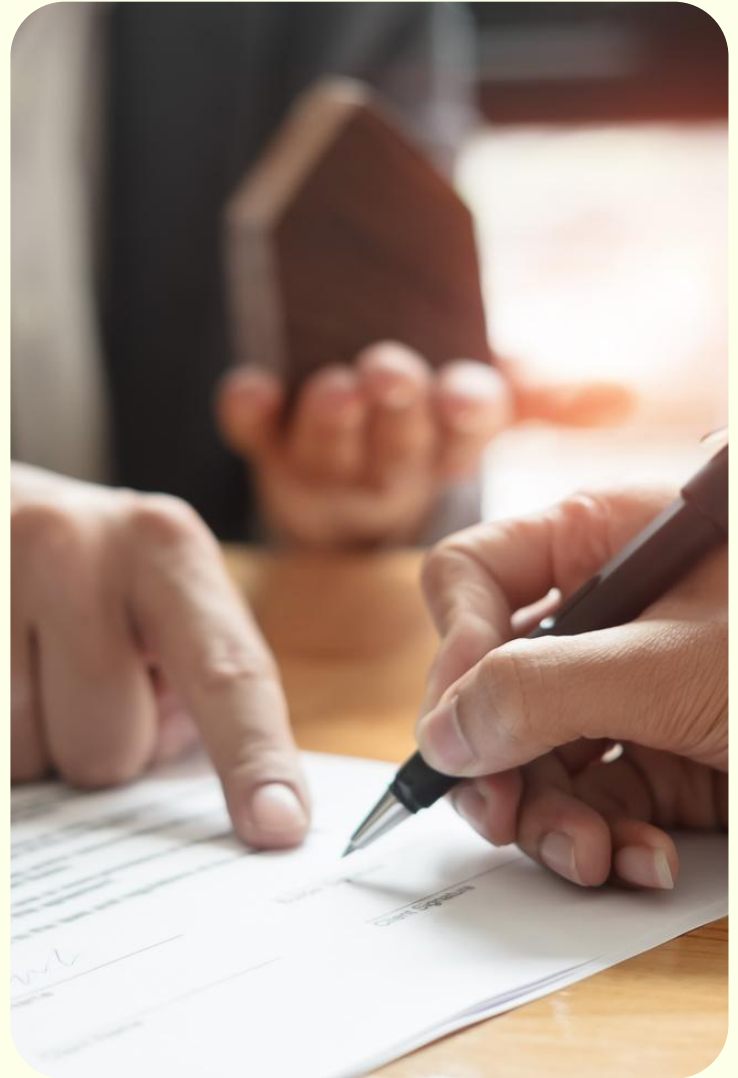
3. Always include your booth's number in your marketing messaging. Expos, trade shows, and markets tend to be large events with big booths. The larger the event, the more difficult it will become for people to find you, especially when all booths look almost identical. Don't lose any opportunity to get people into your booth.



4. Don't try to do it all yourself. Get some help to manage your booth. Don't forget to get yourself and your team lunch. Get snacks too, it won't hurt. Happy staff means happy customers.

5. Though not the norm, sometimes you may agree on a specific booth space before the event; only to arrive on the day of set-up and learn that you have been moved. This could happen if a vendor with deeper pockets wants your space. Manage this risk by having a conversation with event producers before committing the market. Ensure that it's covered in your vendor agreement.

Finally, while you work, appreciate the experience, and enjoy the market. Use the time to connect with the shoppers, your industry peers, media and the event organisers.

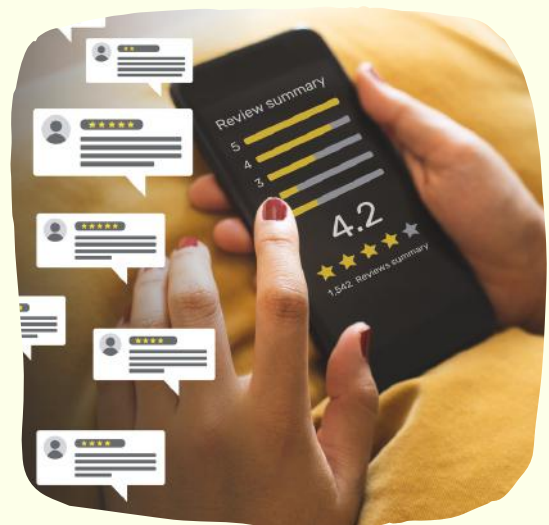


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[Cosmetic Display Racks](#)

[Neon Signage](#)

[Custom booth backdrop](#)