



Reach More Customers with Social Media

Take advantage of these tips and resources to update your social media profiles and drive traffic to your booth at DOMOTEX USA 2020.

Use a mix of social networks.

Facebook and Twitter are great for broad engagement, but don't count out LinkedIn for a personal touch. *Tip: Find the LinkedIn profiles of 10 current or prospective customers you want to connect with at DOMOTEX USA and invite them to visit your booth with a personal InMail. Even if you're not connected with them, you can still start a dialogue with InMail.*

Tell your audience what's happening.

Will you unveil a new product at your booth? What about special deals, contests or raffles? Maybe you're leading a speaker session or demonstration. Let your audience know when and why they need to visit your booth.

Share the latest news.

Follow the official DOMOTEX USA Facebook, Twitter, Instagram and LinkedIn accounts and share interesting content, articles and event updates to keep your audience informed and engaged—using our official hashtags [#whyidomotex](#) and [#domotexusa2020](#).

Follow us on Facebook, Twitter, Instagram and LinkedIn and tag us in your posts.

Facebook: [@DomotexUSA](#)

Twitter: [@DomotexUSA](#)

Instagram: [@domotexusa](#)

LinkedIn: [Domotex USA](#)

Sample Social Media Posts

Promote your presence at DOMOTEX USA with these sample posts. Customize the messaging with your company's information—and feel free to add your own creative spin!

Facebook

Join us in Atlanta this February! We'll be exhibiting at DOMOTEX USA 2020, Booth [XXXX]. DOMOTEX USA gives you opportunities for new relationships, curated insights and hands-on experiences. Visit us at Booth [XXXX]. Register today at www.domotexusa.com [#whyidomotex](#) [#domotexusa2020](#) [@DomotexUSA](#)

We'll be exhibiting at DOMOTEX USA 2020 in Atlanta Feb. 5-7! See our latest [technology, product, service] at Booth [XXXX]. Register today at www.domotexusa.com [#whyidomotex](#) [#domotexusa2020](#) [@DomotexUSA](#)

DOMOTEX USA

February 5-7, 2020
Atlanta



THE WORLD AT YOUR FEET

DOMOTEX
USA

Twitter

Visit Booth [XXXX] at [@DomotexUSA](#) in February to see the latest in [product/service]. Register at www.domotexusa.com [#whyidomotex](#) [#domotexusa2020](#)

Join us in Atlanta Feb. 5-7! Visit Booth [XXXX] at [@DomotexUSA](#)—network and see the latest flooring products and trends you need to stay relevant. Register at www.domotexusa.com [#whyidomotex](#) [#domotexusa2020](#)

Instagram

Don't miss us in Atlanta Feb. 5-7 at DOMOTEX USA 2020, the show dedicated to keeping flooring professionals up to date on new technology, products and trends. Visit us at Booth [XXXX]. [#whyidomotex](#) [#domotexusa2020](#) [@domotexusa](#)

We'll be exhibiting at DOMOTEX USA in Atlanta Feb. 5-7! See our latest [technology, product, service] at Booth [XXXX]. [#whyidomotex](#) [#domotexusa2020](#) [@domotexusa](#)

LinkedIn Message

Customize this template letter to each desired or prospective customer you'd like to meet with at DOMOTEX USA and send it via InMail. If your company has a LinkedIn page, announce that you'll be exhibiting and share the link to registration.

Hi [Name],

My name is [your name] with [your company name]. Because you're the [title] at [company], I want to ensure you have DOMOTEX USA 2020 on your radar.

[Your company name] will be exhibiting at Booth [XXXX] and showcasing [product/technology].

[Include brief bullets on why this is new/interesting/different.]

- Unique attribute 1
- Unique attribute 2
- Unique attribute 3

DOMOTEX USA, held in Atlanta, Georgia on Feb. 5-7, is exclusively focused on the business needs of flooring retailers, interior designers, installers, builders, contractors and remodelers.

Learn more and register at www.domotexusa.com.

Let's also set up a time to meet while we're at the show. I look forward to speaking with you!

Regards,

[Name]

[Company Name]

[Email]

[Phone]