

How to Fill the Marketing Gap Left by Canceled Tradeshows

35%

of industrial marketers will not attend a tradeshow until a vaccine is available

24%

say they will not be ready to attend a tradeshow for more than six months

61%

said tradeshows they planned to attend or exhibit at have been canceled

So how can marketers replace the high-touch, high-visibility benefits of tradeshows?



Invest more in content marketing

Most valuable types of content:

- Datasheets
- Case Studies
- Product Demo Videos
- Whitepapers

Refresh your home page

94% of engineers find supplier websites very or somewhat valuable. They find in-depth technical information and technical specifications the most important features of a website, so make them easy to find.

Focus on Search Engine Optimization

73% of respondents to “[2020 Smart Marketing for Engineers](#)” survey are willing to view three or more pages of search results before selecting one or starting a search over, up from 54% the previous year.

Continue using email

65% of engineers subscribe to at least three newsletters, with 18% subscribing to six or more.

Hone your webinar skills

79% of engineers view webinars as very or somewhat valuable.