Advertising Strategies That Work

Bonnie Gurney, Senior Director – Strategic Partnerships, AMT
Programmatic Online Display
Advertising buy through online software. Targeting a particular audience across a variety of different websites.

Custom Native Advertising
A form of digital advertising where material in the online publication resembles the publication's editorial content BUT is paid for by an advertiser and intended to promote the advertiser's product.
Know Your Customer

- Online Surveys
- Staff/Team Members
- CRM System
- Order History
- LinkedIn/Social Media
- Events/Trade Shows
Low Hanging Fruit

Using your current customers stories and media preferences to reach new customers just like your current customers!
Personalization

ANA’s Marketing Word of the Year
Native Articles from IMTS 2018
Cross Platform Promotion

- Native Ads
- Social Media
- eNews
- Custom eNewsletters
Programmatic Online Display
— Targeting Methods

**Contextual:** Uses keywords to place ads next to contextually relevant content on a variety of websites.

**Private Marketplace:** An invitation-only marketplace where publishers make their inventory and audiences available to a select group of buyers programmatically.

**Native:** Integrates your ad alongside contextually relevant content.

**Behavioral Targeting:** Targets users whose online behavior indicates a particular interest or intent.

**Site Retargeting:** Drives continued engagement from the most qualified audience by remarketing messages to users who have visited a web site.
Timing for IMTS

- **Q1:** Jan – March: Key Publications List
- **Q2:** April – June: Advertising Campaign
- **Q3:** July – September: Advertising Campaign
  - *July Deadlines for August IMTS Pre-Show Publication Editions*
- **Q4:** October – December: Follow-up Advertising
IMTS Exhibitor Passport: Reach Your Target Audience

With IMTS Exhibitor Passport, beginning in February 2020 you have access to **ALL visitors**, plus the ability to sort, filter, pre-qualify, and contact thousands of opportunities who have indicated interest in your products. It’s more than a list of visitors; it is a dynamic tool that is both customizable and searchable.
Thank You

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