

## **How a content strategy was able to connect thousands of people all year round**

It is no exaggeration to say that we connect people 365 days a year. Informa Exhibitions began to invest in the development of relevant and exclusive content three years ago to contribute towards the evolution of several markets in its event portfolio. Using a pioneer content marketing strategy in our segment, we achieved the objective of offering knowledge not only during our trade shows, but also all year round through digital channels.

Therefore, we contribute with decision-makers and purchase influencers from the full production chain of highly representative industries in the Brazilian economy such as agribusiness, food and beverages, metal-mechanics, wood and furniture, printing and visual communication, telecommunications, legal, as well as design and decoration.

What has transformed the experience of thousands of people who are part of a large community formed around our ten digital channels today is the sharing of information about each market, always involving technology, innovation, management and trends.

This allows the digital channels of Informa Exhibitions to publish articles, columns, videos, e-books, infographics, whitepapers, as well as produce webinars and live transmissions, with the participation of market experts. Global tools for marketing automation and data management strengthen the strategy.

An internal team with marketing and digital content experts was formed for this great strategy to work. It includes writers, designers, performance experts, content managers and social network analysts, as well as a pool of suppliers.

This is the formula we found to transform our brands into voices in the sectors, involving all audiences through different channels. We understand that besides doing business, the people we connect also search for trends, experience and knowledge.

## **Recognition from the public and experts**

In the course of these three years, important recognition was given to our content marketing strategy. The most important aspect came from people who consume our content production. In a recent survey, 85% of users said that content contributes towards their professional

development, 84% see our digital channels as a unique approach in the B2B events market and 83% point out that we present high-quality materials.

In 2018, Informa Exhibitions Brasil was the great winner of the UFI Marketing Award, which has recognized outstanding marketing initiatives linked to the trade fair segment since 2001. What called the attention of experts was the use of modern technologies and customer-centered thinking, which as from the adoption of a content marketing strategy for events, offers tangible outcomes regarding lead generation and revenue streams.

### **Learn more about our digital channels**

**Agrishow:** [digital.agrishow.com.br](https://digital.agrishow.com.br)

**Fispal Tecnologia:** [digital.fispaltecnologia.com.br](https://digital.fispaltecnologia.com.br)

**Fispal Food Service:** [digital.fispalfoodservice.com.br](https://digital.fispalfoodservice.com.br)

**ForMóbile:** [digital.formobile.com.br](https://digital.formobile.com.br)

**FEIMEC/ Expomafe:** [avozdaindustria.com.br](https://avozdaindustria.com.br)

**Plástico Brasil:** [mundodoplastico.plasticobrasil.com.br](https://mundodoplastico.plasticobrasil.com.br)

**Future Print:** [digital.feirafutureprint.com.br](https://digital.feirafutureprint.com.br)

**Futurecom:** [digital.futurecom.com.br](https://digital.futurecom.com.br)

**TecnoCarne:** [digital.tecnocarne.com.br](https://digital.tecnocarne.com.br)

**Fenalaw:** [digital.fenalaw.com.br](https://digital.fenalaw.com.br)

**High Design Expo:** [blog.highdesignexpo.com](https://blog.highdesignexpo.com)