

eSAX.ca

The Entrepreneur Social Advantage Experience



GUIDE TO EFFECTIVE MARKETING



#eSAX Makes Networking Work!

Thank you for your help with changing the entrepreneur landscape in Ottawa! eSAX would not be such a success without the commitment and dedication of our amazing community!

Becoming involved with eSAX through exhibiting, sponsoring and active marketing provides direct exposure to hundreds of entrepreneurs and business / community leaders throughout the Ottawa Region to help you get more business.

[eSAX \(The Entrepreneur Social Advantage Experience\)](#) is an entrepreneur networking community and tradeshow for small business to create connections, gain knowledge and promote collaboration among regional Chambers of Commerce. Events are held every 3 months (January, April, July and October), originally to coincide with the Ontario Self-Employment Benefits Program.

Please feel free to view a [short promo video](#), [event review](#) or an [Ottawa Business Journal](#) article to get an idea on what eSAX is all about.

To fully understand the room layout and how booths are organized, our epic [#MannequinChallenge video](#) is a great watch.

*Please note that eSAX is always spelled this way, i.e., small 'e', capital 'SAX'.
For maximum social media engagement, please always use #eSAX*

Involvement

There are many ways to gain exposure through eSAX

1. You can have and 8 (eight) foot booth for exposure the 'night-of'. If you wish to proceed with having a booth please [include your details here](#) and contact us to receive the 'Booth Details' document that outlines everything you will need to know. Note that purchasing a booth provides exposure for your business only during the event and does not count as a form of sponsorship.



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2. You can become involved as a sponsor where eSAX actively promotes your business in the months leading-up to each event and in the weeks after for maximum exposure. If being a sponsor would be of interest, please [fill-out this on-line form](#) and contact [Jarrod Goldsmith](#) to discuss details.
3. You can actively promote your involvement with eSAX via social media by engaging the community and other stakeholders. Creating a dialogue on social media is one of the best forms of promotion, especially if you use a few key hashtags (such as #eSAX, #entrepreneur, #smallbiz, #networking, #Ottawa etc).
4. You can offer your clients a special eSAX promotional discount to judge ROI.

Social Media Best Practices

The eSAX social media reach is tens of thousands of people and we actively promote our speakers in the months leading-up to each event to bring you considerable exposure.

For maximum exposure, YOU and your organization should also engage. Your help with creating buzz and letting people know you're a featured #eSAX speaker would be greatly appreciated through tweeting, Facebook 'liking', sharing, commenting and/or through any other social media platforms.

Feel free to write blogs, share exciting news, articles, and promotions by 'tagging' the appropriate eSAX social media accounts. If we hear about something interesting with your organization we will help cross-promote!

The more social media exposure stakeholders generate, the more ways #eSAX can effectively engage. We are pleased to note that #eSAX 'trends' across Canada, so the more you use it, the more exposure everyone can receive.

- Like, follow, comment, post & share on various social media sites, including [Facebook](#), [YouTube](#), [Twitter](#), [LinkedIn groups](#), [Google +](#), [Instagram](#) etc.
- Invite all your social media contacts to attend the event by telling them why you care about it. Share regularly!



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- Subscribe to the [YouTube Channel for eSAX](#) (and [Sax Appeal](#)). It makes for excellent engagement to post comments on various YouTube videos.
- We promote live-tweeting at the event so take pictures in real-time and ‘tag’ other speakers, sponsors, booths, attendance, MC etc. It’s a good practice to take different angles so make a point to ‘walk the room’.
- Some speakers bring a designated social media person working the event to stay engaged with the online community in real-time. This should be encouraged to promote your business online for maximum exposure.
- Pre-program tweets and other social media posts in advance.
- Ask people at the event what their twitter handle is, and tweet out to them that you enjoyed meeting them [@eSAXnetworking](#) #eSAX
- Retweet anyone who promotes the event. Always make sure to add #eSAX.
- Use the #eSAX Tweet Sheet (found on the last page of the event program) to engage other stakeholders (i.e., speakers, sponsors & community partners).
- Take pictures of yourself with [the organizer](#), sponsors, speakers, MC, Mayor, friends etc using #eSAX at the event.
- Find catchy, witty, and inspiring quotes from past videos/speakers to post.
- Do not write in first person.
- Be creative and have fun!

Facebook

- Start by ‘liking’ the main [Facebook eSAX page](#) and also say you’re attending on the event page. Note that each eSAX event has it’s own [Facebook event page](#).
- Invite your Facebook friends to attend via the eSAX Facebook event page. You do this by clicking the ‘Invite’ button at the top right of the screen and begin by individually picking all the people you wish to invite to the event. The greater the number of attendees, the more chance that people will hire you!
- We post every day of the week, giving you plenty of opportunities to find content to share.
- ‘Like’ and comment on Facebook pictures from past events.
- When you post to Facebook about eSAX, posts should not be longer than 250 characters and should include a photo (for maximum effect). Highlighting videos, speakers and sponsors is an excellent way to get additional exposure.



Twitter

- Always use hashtag #eSAX so we can find your posts, and our followers can find you! Did you know that if you use #eSAX in a tweet, the [@eSAXnetworking account](#) will often automatically retweet it? (It's worth getting into the habit of using #eSAX in every post to receive the maximum amount of promotion).
- Besides using the #eSAX hashtag, also make sure to include the actual [@eSAXnetworking](#) Twitter account.
- Sponsor lists: We keep a List of all of our sponsors on Twitter in order to maximize our reach so that more people can easily engage with you.
- Join the pre-event Twitter Chat (if applicable).
- During the event, take pictures and tweet each speaker and booths. Feel free to get up close and personal to the stage to capture that perfect shot. Note that a tweet-sheet of stakeholders can always be found in the back of the Program.
- When tweeting with a picture, it needs to be 116 characters or less. However, did you know you can include up to ten (10) other twitter accounts underneath the picture where it says 'Who's in this photo'? Note that these additional twitter accounts DO NOT count toward character length!
- Send us an e-mail with tweets promoting your business (including any special discount for #eSAX peeps) and it would be our pleasure to schedule them in the [@eSAXnetworking tweet rotation!](#)
- Are you hosting or helping to promote another community, fundraising or business event? If so, continue to leverage the #eSAX brand and [e-mail us some tweets](#) so we can help you spread the word.
- If you'd like to 'pay-it-forward' and make more of a difference in the small business community, we would love to have your assistance with creating what we call 'eSAX shoutouts'.

Such shoutouts serve to highlight our stakeholders and random individuals, businesses and community leaders who deserve special attention. Note that we often give such mentions to Twitter accounts who have many followers and are actively engage with the following hashtags: #startup, #startups, #smallbiz, #smallbusiness, #womeninbiz, #womaninbiz, #entrepreneur, #entrepreneurs, #leadership, #motivation, #inspiration.



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If this is of interest, please use the following formula for creating #shoutouts:

#eSAX #shoutout to [@EastCoastLimos!](https://www.eastcoastlimos.ca) <http://www.eastcoastlimos.ca> #Ottawa #limo #wedding

Note that the Twitter account can be located anywhere in the world and the number of hashtags should ideally be between 1 – 3. Such hashtags should be applicable to the account you are writing the shoutout about. For long URL's, please use [Google Shortener](#) Twitter (or any other shorter program you wish). Please always double-check that the URL works!

When you have a whole bunch, please [e-mail them to us](#) so they can be pre-programmed in advance into the [@eSAXnetworking](#) account.

- It would make for some excellent social media engagement for you to interact and engage with the speakers and other sponsors. (Please contact [Jarrod Goldsmith](#) for the most up-to-date stakeholder document).

- If possible, always try to include the handle of the speaker or person/ organization you are mentioning.

- It's wise to pre-program tweets to mention that you're pleased to be a new sponsor, as well as additional tweets to help generate interest. The following are some examples you are welcome to use (but feel free to tweak at your discretion):

We're pleased to be an [@eSAXnetworking](#) sponsor so join us "INSERT DATE OF EVENT" & use promo code *INSERT YOUR PROMO CODE HERE* to save \$10!
<http://esax.ca/events> #eSAX

Hey [@Dylanblackradio](#), looking forward to seeing you at the next [@eSAXnetworking](#) event! We're really excited to be an #eSAX sponsor! <http://bit.ly/eSAXPromo>

Here's how [@eSAXnetworking](#) makes #networking work via a cool #MannequinChallenge!
<http://bit.ly/eSAXMannequinChallege> #eSAX #socialmedia

Looking forward to having a booth [@eSAXnetworking](#) w/[@Dylanblackradio](#) [@OttSpecEvents](#) [@EastCoastLimos](#) & others! #eSAX



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Hi “INSERT FEATURED CHAMBER OF COMMERCE TWITTER ACCOUNT”, did you know that we’re pleased to be one of the sponsors [@eSAXnetworking](#)? #eSAX

Grow your #smallbiz & attend the next huge [@eSAXnetworking](#) event! Use promocode “INSERT YOUR PROMO CODE” to save \$10/ticket! <http://esax.ca/events>

Next [@eSAXnetworking](#) event is going to change the #entrepreneur landscape in #Ottawa. Be there! <http://esax.ca> #eSAX #smallbiz

Be part of [@eSAXnetworking](#) as we reshape #Ottawa’s #smallbiz #community!
<http://bit.ly/eSAXPromo> #eSAX

See how [@eSAXnetworking](#) is changing the face of #Ottawa’s #startup #entrepreneur community!
<http://bit.ly/eSAXPromo> #eSAX #smallbiz

If you’re an #ottcity #smallbiz, you need to be [@eSAXnetworking](#)! <http://bit.ly/eSAXPromo>
#eSAX #entrepreneur #leadership

Learn some #entrepreneur #networking tips via [@AskTheFedora](#) & [@eSAXnetworking](#)!
<http://bit.ly/AskTheFedoraYouTube> #eSAX #smallbusiness #leadership

Here's why you should be #networking w/[@JarrodGoldsmith](#) of [@eSAXnetworking](#)
[@daytimeottawa](#)! <http://bit.ly/eSAX106> #eSAX #smallbiz #inspiration

Learn some #entrepreneur #networking tips via [@AskTheFedora](#) & [@eSAXnetworking](#)!
<http://bit.ly/AskTheFedoraYouTube> #eSAX #smallbusiness #leadership

Fear of #networking? Check out this video via [@AskTheFedora](#) [@eSAXnetworking](#) &
[@JarrodGoldsmith](#)! http://bit.ly/eSAX92_ #eSAX

Why you should build trust @ #networking events w/[@eSAXnetworking](#) [@AskTheFedora](#)
[@JarrodGoldsmith](#)! http://bit.ly/eSAX69_ #eSAX

The real purpose of #entrepreneur #networking via [@eSAXnetworking](#) [@AskTheFedora](#)
[@JarrodGoldsmith](#)! <http://bit.ly/eSAX16> #eSAX

Awesome #entrepreneur #startup #networking tips with #eSAX founder [@JarrodGoldsmith](#)
[@eSAXnetworking](#) [@bytownproduct](#)! http://bit.ly/eSAX14_

Shoutout to some great [@eSAXnetworking](#) peeps [@OttSpecEvents](#) [@obj_news](#) [@EastCoastLimos](#)
[@DylanBlackRadio](#) & [@Startup_Canada](#)! #eSAX



eNewsletters

eSAX sends out several electronic newsletters; one six weeks before the next event, a final one about one week before the event and one the day after an event. You can open the newsletter from your email into your internet browser, and use this URL to share the newsletter with your audience by letting them know you support the eSAX community. Please share this newsletter with all your contacts. As a sponsor, you should be proud to be involved with eSAX!

[Ask the Fedora Videos](#)

These are a weekly YouTube video series that address networking/business tips. We're confident that your network will appreciate knowing about these videos. Sharing (and commenting) on a regular basis only helps to build *your* credibility as you would be providing a tangible resource that others will find useful. Please encourage your audience to check them out via [@AskTheFedora on Twitter](#) and subscribe to the [eSAX YouTube account](#).

Find the Fedora

Jarrold posts all his upcoming events (mostly Chamber of Commerce activities) that he will be attending every week on [YouTube](#) and the [eSAX Facebook page](#). Comment, 'like', and share these posts across multiple social media platforms to keep your followers informed about quality networking events.

Blog posts, videos and social media

New content is uploaded on the eSAX website and YouTube channel on a regular basis. You can share this content with your audience, reminding them of your sponsorship, support, and promo code!

- Your business will be cross-promoted on our other social media platforms, including [Facebook](#), [LinkedIn](#), [Google+](#), [Meet-Up](#), [Instagram](#) etc. If you are active on these platforms you may wish to share and engage with our posts for maximum exposure.



- **Conversion Optimization:** We do our best to promote you, but remember that once people get to your website the ball is in your court. Knowing you are about to get an influx of traffic, it's a great time to look into the sales funnel of your website and ensure that you are providing the appropriate information that people are looking for and making it easy for them to take action to buy from you. A good way to identify the impact that eSAX is bringing to your business is to use Google Analytics to measure how much traffic you were getting before your sponsorship, and how much since.

Event Preparation

eSAX Promo codes

Each sponsor is provided a promo code for tickets to the event. This unique code gives buyers \$10 off the ticket price. You can use this promo code as often as you wish to encourage your audience to buy tickets. Doing so will make you look like a superstar by saving people money! Plus, you may end up with bragging rights if your promo code is used the most!

e.g., if your business name is Rolo Business Solutions, the promo code might be Rolo. If someone uses the promo code Rolo, they will save \$10 per ticket.

Complimentary Tickets

If you purchased an eight (8) foot booth, you will have two complimentary tickets. As a sponsor, additional complimentary tickets are provided.

Providing eSAX tickets to staff, clients, potential clients, or others is a great way to gain loyalty. An option that many businesses find useful is to offer tickets as prizes that you may wish to distribute via social media draws. A best practice for giving-away eSAX tickets is to create a marketing strategy on social media. One way to do this would be for your business to make a post saying that anyone who 'likes', 'shares' etc would be entered into a draw for a pair of tickets.



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To take advantage of your complimentary tickets, [please fill out this form](#) before the close of online registration before each event to ensure that your guest(s) can easily check-in. If information is not provided by this time, your invited guests will not have a customized lanyard.

If you would like additional tickets, they can be [purchased here](#).

Swag

eSAX provides swag bags to the first 250 attendees at each event. Note that the option to provide swag material is included in the cost of a booth or sponsorship package. Many businesses opt to include postcards, brochures, business cards or flyers, but we find that non-paper and/or more unique items have a higher likelihood of being noticed, kept and used well beyond the event.

If you wish to include promo material in each of the swag bags, we need to physically receive 250 items in-hand approximately one week before the next event. We can either arrange for a pick-up or they can be delivered to: 2016 Wildflower Drive, Orleans. K1E 3T1.

Door Prizes

Having a booth or being a sponsor allows you to donate a door-prize at the end of the night in front of the entire audience. Door prizes are an excellent opportunity for additional exposure as each donor is announced and focused-on for the duration of their prize giveaway.

Please note that door prizes must have a value of at least \$250 but do not need to be related to your products or services. Draws are done after the speaker presentations. People need to be in the room to win so please encourage people to stick around till the end!

If you wish to provide a door prize, please [fill out this form](#) and physically deliver the item(s) with a business card attached (even if they are a gift certificate) to the eSAX team at least one week before the next event.



Please either arrange for a pick-up or they can be delivered to:
2016 Wildflower Drive, Orleans. K1E 3T1.

Door prizes will not be accepted the night of the event.

Arriving @ The Event

- Did you know that printed eSAX tickets entitles people to take OC Transpo for FREE to, and from events held at Lansdowne Park!?! Note that an eSAX graphic to this effect has been prepared and can be provided upon request so that you can share this with your network.
- You are welcome to set-up your booth any time after 12:00 pm (noon) on the day of an event. You can bring your car to the side door for load-in (i.e., south-west corner of the Horticulture Building at Lansdowne Park), but you must move it when you're done. Any vehicles left unattended will likely get ticketed. Note that eSAX will not be held responsible for any such infractions.
- Lansdowne Park has plenty of on-street meter parking, as well as paid underground parking. Depending on your sponsorship level, you may be entitled to complimentary parking vouchers. Note that parking is also available throughout the Glebe neighborhood within about a five minute walk (but make sure to pay attention to all City of Ottawa By-Law parking signs).
- Booths must be fully set-up at least 30 minutes before the event begins otherwise your table will be removed and you forfeit the privilege of showcasing at eSAX. *Refunds will not be provided if your booth has been removed.*
- Dress in as much yellow as you can, and remember that hats (particularly fedoras), are strongly encouraged!!



Event Tables

All eSAX booths will be placed in double-rows with no wall or empty space behind you. Please review the [eSAX MannequinChallenge video](#) to get an idea on the layout of booths. Electricity needs should be coordinated ahead of time. If you have requested electricity, please bring extension cords as eSAX will not be responsible for providing them.

In order for stand-up banners to be visible, they should be placed on the table and not in front or behind your booth.

No chairs are provided. Sitting behind a table is discouraged as it is not the best way to interact with people in a trade-show setting. Plus, the letter 'S' in eSAX stands-for the word 'social', so we strongly encourage greater interaction and [relationship building](#).

Every effort will be made to place similar businesses apart from one another. If you would rather be next to a particular person/business, or if you have any special requests for your booth, please advise ahead of time.

Table cloths are provided if you wish to use them. Sponsors will have a black table cloth with yellow trim for further differentiation, while businesses who purchase a booth for the event will have a black table cloth with black trim.

Post-Event Best Practices

- Creating a dialogue on social media is one of the best forms of promotion, especially if you use a few key hashtags (such as #eSAX, #entrepreneur, #networking, #smallbiz, #Ottawa etc).
- Create social media posts thanking #eSAX and the other sponsors and speakers.
- Recap the event's success on social media groups.



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- Blog about the event. (If you do, please let us know and send us a link so we can help cross-promote).
- Tag and Comment on [Facebook Photos](#), [Instagram](#) etc
- Post a review on [Google](#), [Facebook](#), [Meet-Up](#), [LinkedIn](#), [Yelp](#), etc.
- Following the event we send every sponsor several “Thank You” Tweets. It would be in your best interest to retweet, favorite and reply for maximum exposure. As mentioned above, creating a dialogue on social media is one of the best forms of promotion, especially if you use a few key hashtags (such as #eSAX, #entrepreneur, #networking, #smallbiz, #Ottawa etc).
- Tweet thank-you’s to the other sponsors and speakers.
- Share the post-eSAX survey (if applicable) to help make eSAX better next time!

Thank you for your enthusiasm and participation with helping to re-shape the entrepreneurial landscape in Ottawa! We hope you found this document useful, but please let us know if you have any questions or would like additional information at any time.

We are so pleased to welcome you to the eSAX community!!

Sincerely

[Jarrod Goldsmith](#) – Founder



#eSAX Makes Networking Work!
Learn Networking Tips via [Ask The Fedora](#)



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