



# MAKE YOUR PRESENCE KNOWN

Even though The Car Wash Show™ doesn't kick off until November, building booth traffic starts today. Leverage your presence on Facebook, Instagram, Twitter and LinkedIn with the following tips, resources and customizable social media posts to reach more customers at The Car Wash Show this fall.

## SOCIAL MEDIA BEST PRACTICES

- 1. Make sure you always convey your booth number and where you are on the Show floor.** Also, include a link to The Car Wash Show™ registration to make it easier for your customers to take that next step:  
<https://bit.ly/3uhAngr>.  
Need to shorten links? Use bitly.com to copy and paste the long URL and generate a shorter, more usable link.
- 2. Invest in the power of personal.** Let your customers know what hours you are available to talk about their personal challenges and goals, demo your solutions and better understand their businesses.  
Leverage personal messaging features on Facebook, Instagram and LinkedIn to personally invite loyal buyers and prospects to your booth. Be sure to tell them what they will gain from a one-on-one meeting with you!
- 3. Position your brand as a valuable resource.** Follow International Carwash Association (@carwash.org) on Facebook, Twitter, Instagram and LinkedIn so you can share interesting content, articles, updates and event with your audience. Customers appreciate curated content, so don't be shy to share helpful information from other sources to position yourself as an advocate.
- 4. Tell your audience exactly why your message is important.** Are you unveiling a product, service or technology at your booth? What about special events, contests or booth giveaways? Are you leading a session, highlighting your innovations at Pitch Theater or featuring new products in a live demo?



## SOCIAL MEDIA BEST PRACTICES

5. **#UseSymbolsCorrectly.** Tagging (using @) connects content to another account to increase post reach and engagement. Specific hashtags (#) make it easy for people to find, follow and contribute to social media conversations. Further, hashtags help brands reach their target audience and improve clickthrough rates.

Follow International Carwash Association on Facebook, Twitter, Instagram and LinkedIn, tag @TheCarWash Show in your posts and use #GoCarWashShow. For more specifics on how to structure your posts, use the following table:

Platform	Hashtags per Post	Max # Characters in Headline	Max # Characters in Post Copy
Facebook	1	50	145
Twitter	2	NA	100
Instagram	10	50	150
LinkedIn	5	50	140

6. **Be consistent.** It's best to post no more than once a day to Facebook, Instagram and LinkedIn. Twitter has a faster pace, so feel free to tweet a few times a day.
7. **Always be available.** Make sure you check your social media feeds once a day to respond to messages and questions on your pages. Customers usually expect answers within 24 hours of posting a question.
8. **While you are on-site at the Show, make sure you share your live experience, post and tweet photos and videos of your booth and announce giveaways to drive booth traffic.**



# SAMPLE SOCIAL MEDIA POSTS

## FACEBOOK POSTS

### COPY

Join us in Las Vegas this November and get up close to our latest [PRODUCTS/SERVICE/TECHNOLOGY]. Visit us in Booth [XXXX]. <link: [www.TheCarWashShow.com](http://www.TheCarWashShow.com)> #GoCarWashShow

Get an inside look at where the industry is heading at #GoCarWashShow. See our latest [PRODUCTS or TECHNOLOGY] at Booth [XXXX]. <link: [www.TheCarWashShow.com](http://www.TheCarWashShow.com)>



## TWITTER POSTS

*Tips: Use videos and images to boost engagement.*

### COPY

We're gearing up for @TheCarWashShow this November 15-17. Come visit us at Booth [XXXX] to see our latest [products or technology]. <link: [www.TheCarWashShow.com](http://www.TheCarWashShow.com)> #GoCarWashShow

Road trip! Join us in Vegas this November 15-17 for @TheCarWashShow. Let's talk about how we can help reach your goals in Booth [XXXX]. <link: [www.TheCarWashShow.com](http://www.TheCarWashShow.com)> #GoCarWashShow



# SAMPLE SOCIAL MEDIA POSTS

## INSTAGRAM POSTS

*Tips: Link to your website in the bio section. Linktree is a free resource you can use to create a unique link. Make sure you include #LinkInBio in your copy.*

### IMAGE DESCRIPTION

Discover what's new at The Car Wash Show!

### COPY

We're thrilled to be taking our [PRODUCTS, SERVICES] on the road to Vegas, November 15-17. Come see why every detail counts in our business. Visit us in Booth [XXXX].  
#GoCarWashShow

### IMAGE DESCRIPTION

Explore solutions to elevate your business.

### COPY

If you want to take your business to the next level, then you need to be @TheCarWashShow, November 15-17 in Las Vegas. We'll be there with [PRODUCTS, SERVICES]. Visit us in Booth [XXXX].



## LINKEDIN POSTS

*Tips: Send personal messages through LinkedIn InMail to your closest connections to build more of a rapport and encourage them to visit your booth at The Car Wash Show.*

### COPY

The thing that keeps you up at night?  
You're not alone.

Explore leading solutions and innovative ideas @TheCarWashShow, November 15-17 in Las Vegas. We'll be there with [PRODUCTS, SERVICES]. Visit us in Booth [XXXX].