

Digital Showbag

A Guide To Creating An Effective Offer

How does it work?

Buyers will be able to access your exclusive offers through the Life Instyle Digital Showbag in the lead up to the event.

To get their offers, buyers will swipe through a gallery of exhibitor deals and choose the ones that interest them. Once they accept the offers, they'll enter an email address to receive their chosen deals. The email will contain all of the details they'll need to collect your offer (visit your stand, go to your website, follow your social media, etc.).

Users swipe or click the green button to accept the offer. If an offer doesn't suit them, they can move on to the next one in the Digital Showbag.

[CLICK HERE FOR A DEMONSTRATION](#)

Sample offers



Free gift /sample



Show discount



Competition entries



Free delivery

Creating A Great Offer

A brief description of your offer

- Eye-catching call to action on the offer.
- Limit of 80 characters.

Full description

- Describe the offer in more detail.

Redemption instructions

- Describe what needs to be done to claim the offer.
(i.e. head to the stand, follow us on Instagram)
- Provided after a buyer accepts the offer in their showbag.

Link to offer landing page

- Provided to the buyer once they accept your offer.

Brand logo

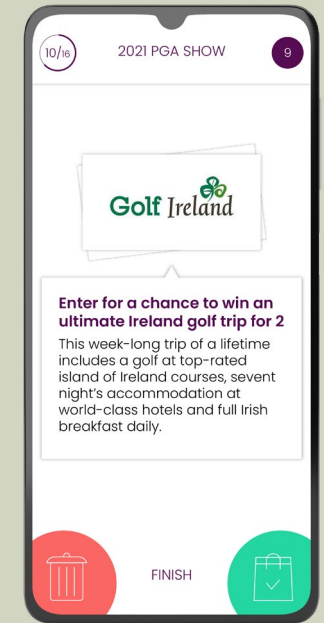
- In PNG format.
- Must be logo only with no additional creative.



Tips For Creating A Great Offer

Dos

- Clear branding / logos
- Clear and enticing offer title
- A good reason for them to leave their email address
- Exclusive, time-bound and urgent



Don'ts

- Unclear branding
- Unattractive title
- Not enough detail
- No call to action
- All the information is given, meaning there's no reason to either leave an email address or engage during the event
- Terms and conditions not withheld until the redemption instructions

