



# Unlocking the Power of the Online Community





# AVIXA Xchange as a Marketing and Sales Tool



## Direct Influence

Inspire, educate, and impact potential customers throughout their buyers' journey.



## Customer Engagement

Interact with customers to build relationships and gain their loyalty.



## Market Research

Access valuable industry insights and data to inform your marketing strategy.



## Thought Leadership

Showcase your expertise in the industry to establish your brand as a trusted authority.

# Xchange by the Numbers



**2.1M**

2023 Estimated  
Pageviews



**1.1M**

2023 Estimated  
Visits



**17K+**

Individual  
Members



**600+**

AV/IT Solutions  
Providers



**26K+**

Channel  
Subscriptions



**30K+**

Room  
Subscriptions



**127**

Countries  
Represented



**8,750**

Average Monthly  
Profile Views

# Best Practices For Using Xchange

## **Identify Potential Customers**

Use topic-based Channels, market- and regionally-focused rooms, and advanced search features to find users who fit your target market, and monitor Xchange's latest conversations for relevant topics

## **Engage In Discussions**

Join relevant rooms and participate in discussions to increase profile views and follows and to establish relationships with potential customers.

## **Offer Valuable Insights**

Share your expertise and offer helpful advice to build trust and establish your brand as a thought leader.



# Community Success

## What We've Learned

### Engagement Leads to Engagement

- A contributor was notified of a comment made to his post and replied instantly, making a great connection. He then went on to consume additional content and provided comments/shared expertise with others as well.
- Timely interactions incite excitement and improve engagement activity





# Community Success

## What We've Learned

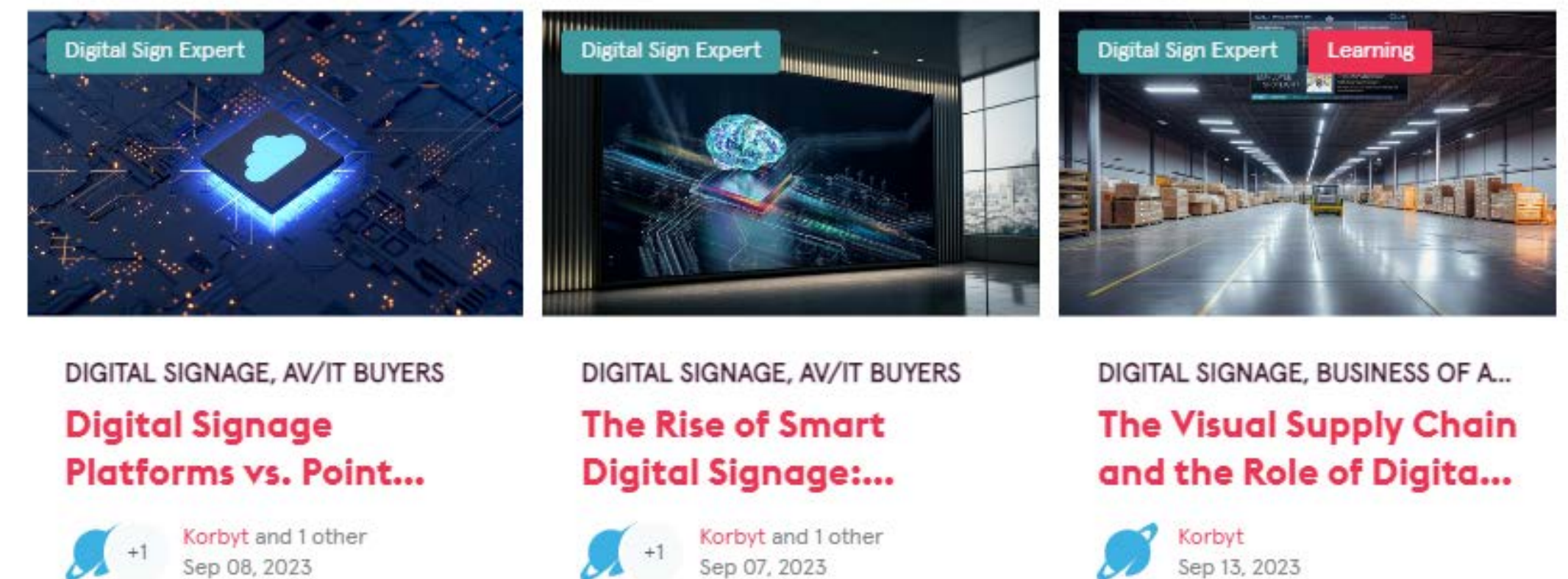
➤ Top content creators have the highest number of profile views

➤ **“Follows” leads to “Follows”**

*Example:* A marketing & communications member who follows a significant number of members has nearly 200 followers

➤ Content continues to garner views months after its posted

### Popular Content



# Case Studies of Successful Marketing and Sales on AVIXA Xchange

## **Provider 1**

A manufacturer gained earned media by posting previews of new tech that would be demo'd at their booth. They caught the attention of ISE and were featured in ISE's newsletter, reaching tens of thousands of potential dealers and end users.

## **Provider 2**

A Systems Integrator established itself as a thought leader by sharing expert insights and offering helpful advice through guides and resources, resulting in increased brand awareness and engagement.

## **Provider 3**

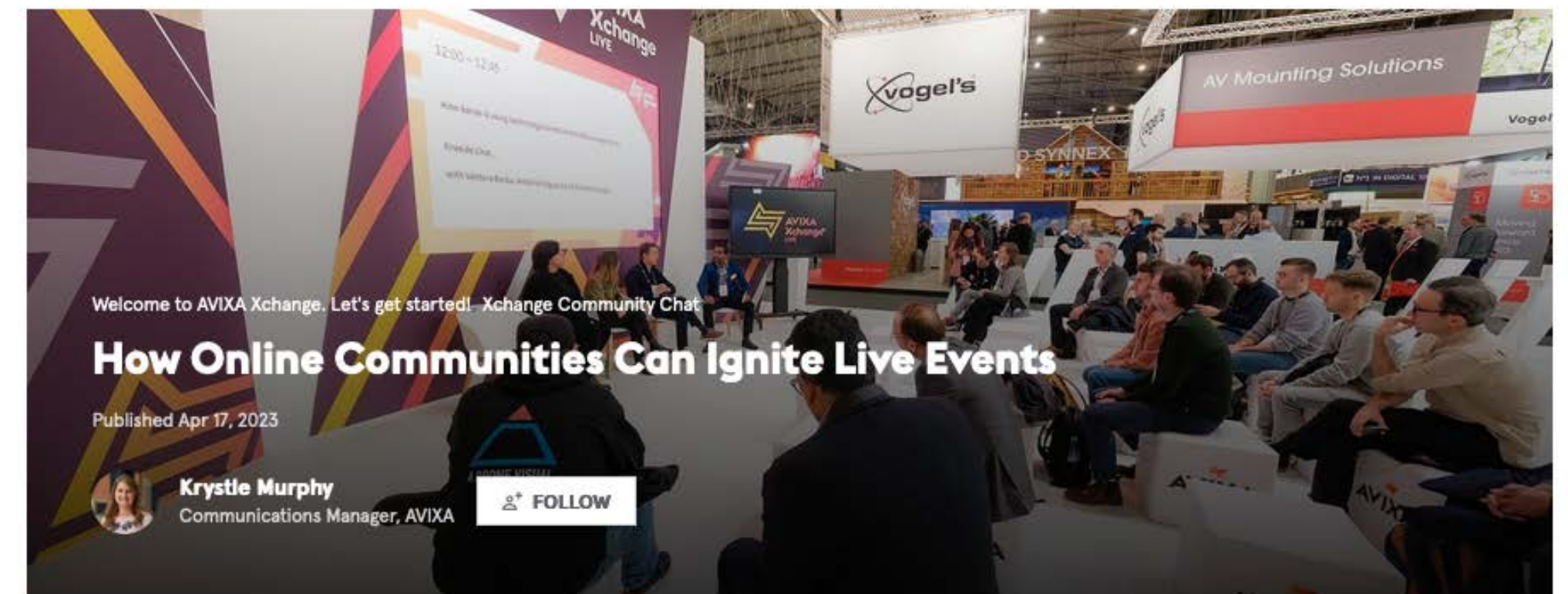
A manufacturer leveraged the increased traffic and ISE Room Watchers to showcase the daily activity at their booth. The campaign was so successful that they are replicating it, and adding to it, for InfoComm.



# Online/In-person relationship

## What We've Learned

- The community enjoys the professional and personal/social aspects of connecting over shows
- The InfoComm Room is the most-watched room, notifying subscribers of activity and new content directly to their inboxes
- Site traffic spikes as a result of shows' engagement



*This article is written by Anna Huddleston for Skift Meetings.*

In less than a year, the **AVIXA Xchange** online community has grown to over 11,000 registered users and over 150,000 visitors engaging with the content.

**AVIXA Xchange** is the **online community** of **AVIXA**, the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows worldwide, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry.

It connects thought leaders, industry-leading solution providers, and innovative manufacturers with audiovisual buyers. It's also a vital part of the company's in-person events helping drive content, tapping into new audiences, and keeping the conversations real.

### Recommended Content

InfoComm

**Microsoft & Cisco to Talk Advancing the Hybrid...**

A Culture of Inclusion

**AVIXA Will Champion Diversity, Equity, and Inclusion at...**

Learning Solutions, InfoComm

**InfoComm 2023 Will Reveal the Latest Pro AV Solutions for...**

Learning Solutions, Technology Managers'...

**AVIXA Partners with HETMA to Bring Extensive Program to...**

InfoComm

**InfoComm 2022 Honored as a Fastest 50 Growing Show by...**



# Case Studies of Successful Marketing and Sales on AVIXA Xchange

**Provider 4**

Case Study posted across targeted channels and regional market drives viewers to additional engagement on their YouTube Channel through linked video and “Related Content.”

**Provider 5**

A new podcaster shared a post across multiple, targeted channels demonstrating thought leadership, resulting in new subscribers.

**Provider 6**

Case study promoting an updated video yields increased views of content and of contributor’s profile.



# Member Success Story

*“ One of the things that I’ve noticed is that it’s allowed me to have more direct contact and communication with the end-user and AV buyer communities.*

*My normal audience (LinkedIn, Twitter, etc.) skews toward AV execs because of my network, but Xchange has allowed me to have a wider reach further down the channel. Which is great, because it’s very hard to reach/add them all on LinkedIn.*

*On Xchange, I’m able to share granular information and conversations that resonate with the larger AV community as a whole. ”*



**In today's digital age, online communities like AVIXA Xchange are becoming essential tools for businesses looking to grow their brand and connect with customers.**

By following best practices and leveraging key features, you can use this powerful platform to achieve your marketing and sales goals and take your business to the next level.

**Get started today!**

