

CCFS 2022



POST SHOW REPORT

World Trade Expo – Saudi المعرض التجاري الدولي - السعودية 2022

8th China Created Fair 第八届中国商品智造展

Held concurrently

معرض المنتجات الصينية

14 - 16 December 2022

JCFE مركز جدة للمنتديات والفعاليات
JEDDAH CENTER FOR FORUMS AND EVENTS

icon
ايقون العالمية للمعارض والمؤتمرات
ICON INTL FOR EXHIBITIONS & CONFERENCES

KACExpo

POST SHOW REPORT 2022

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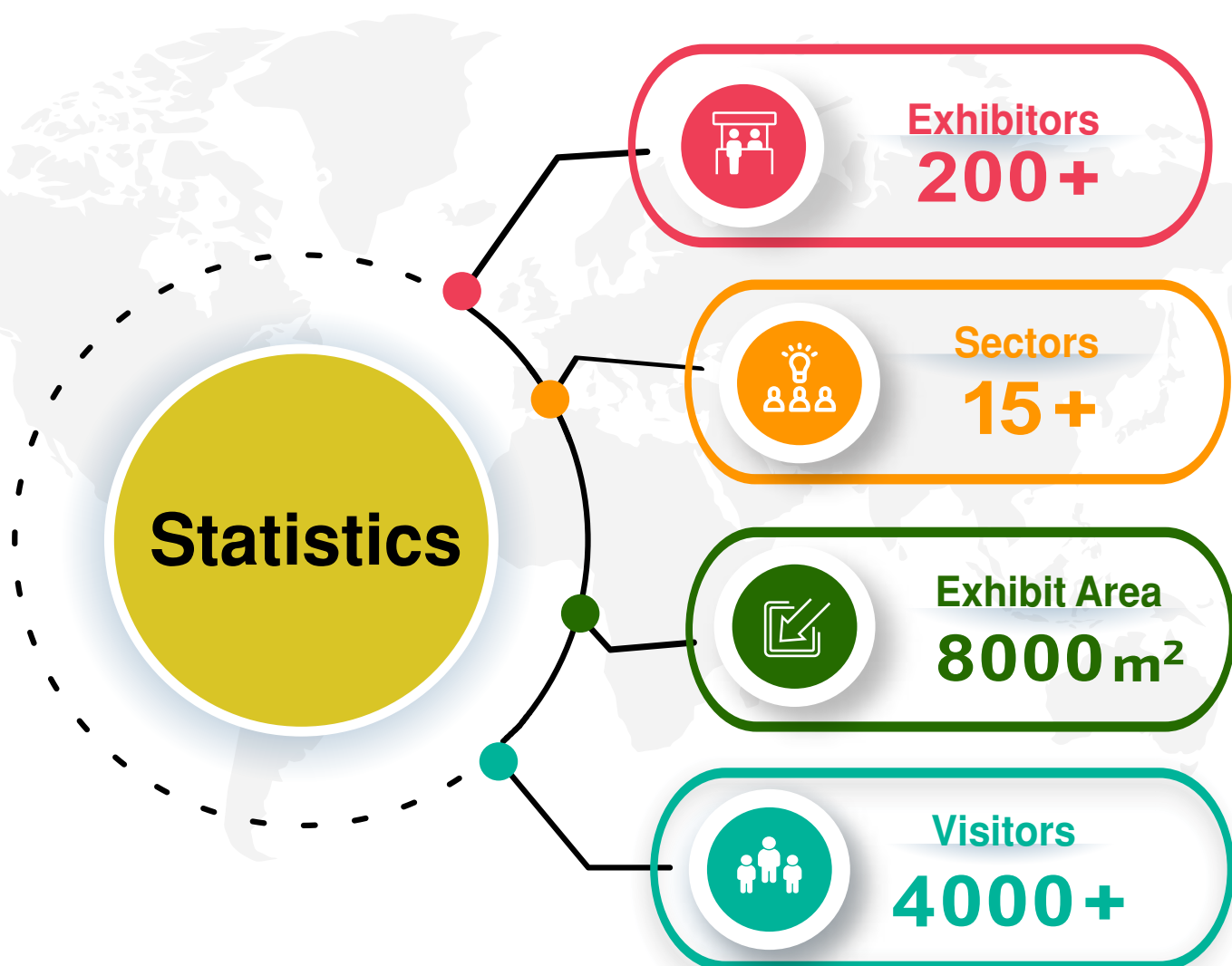
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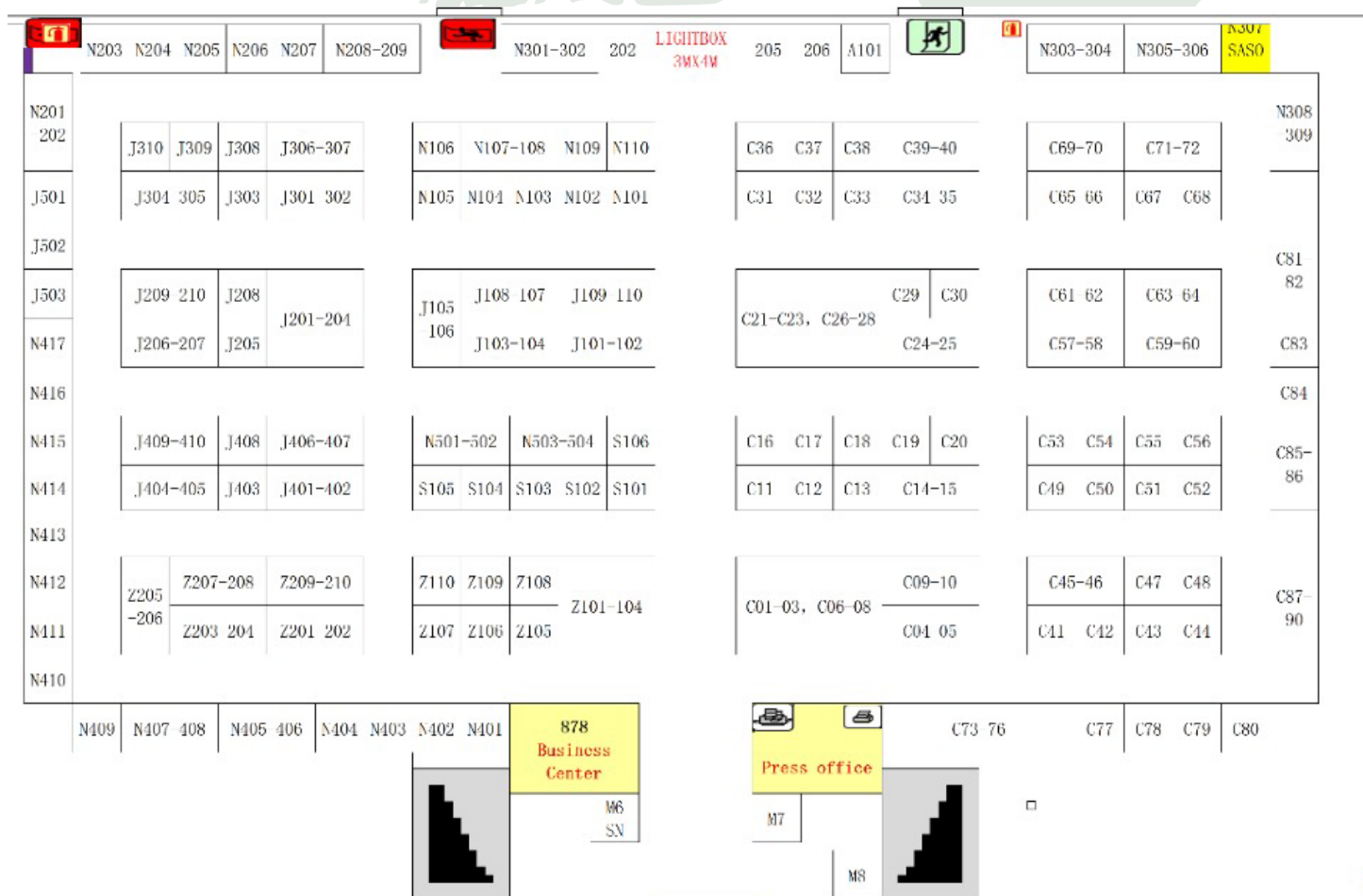
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floor plan





Marketing Plan

Marketing Channel	Details	Target Audience	Objective
SMS	1,000,000 Direct messages to mobile numbers	Business men and Buyers	-Awareness -Visits
Outdoors	Digital screens in high traffic zones in Jeddah & Makkah for one week.	Business Men and buyers living in Jeddah & Makkah	-Awareness -Announcing -Visits
Social Media	Sponsored paid ads campaign starts one month before the event date on all digital and social media platforms (Google, Facebook, Instagram, LinkedIn, Twitter)	Business men and Buyers in Whole Saudi Arabia - Estimated Total Reach on all Channels is 15 to 30 million Reach. - Estimated Total impressions on all Channels is 50 million impressions.	-Awareness -Announcing -Launching -Visits
WhatsApp Campaign	To dedicated list from icon's database	Business men and Buyers	Visits
Email Campaign	To dedicated list from icon's database	Business men and Buyers	Visits
Direct invitations	To VIPs from icon's database	Printing & Distributing flyers to Business men and Buyers	Visits
On Site Branding	Digital Screen, Banners & Stickers	Exhibition Center area residents and Madina Road-Goers and Exhibition Visitors.	-Awareness -Announcing -Launching -Visits

RESULTS

IMPRESSIONS

✓ LINKED IN	1,281.60 K	292,924.80 K
✓ TWITTER	57,056.40 K	815,605.20 K
✓ META	165,690.00 M	19,391,391.00 M
✓ WHATSAPP	18 Thousand	
✓ EMAILS	12 Thousand	
✓ SMS	1 Million	
✓ OUTDOORS	7 DIGITAL SCREENS	

OUTDOOR BANNERS











POST SHOW REPORT 2023

STAY TUNED

13 - 15 December 2023

World Trade Expo -saudi

المعرض التجاري الدولي - السعودية



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