



2024 Louisville Show Marketing Review

Louisville Overview: Jan. 17 - 19, 2024

What We Did:

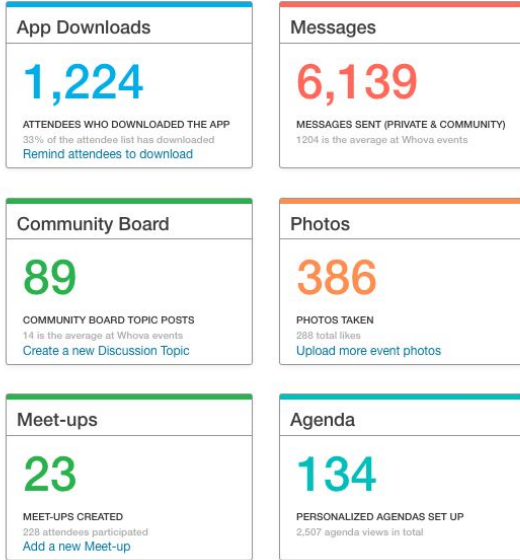
- Updated Louisville Show Website
- Implemented and Updated Whova Event App
- Provided Paid Advertising (Facebook, LinkedIn and Google Ads)
- Social Media Posts (Facebook, Instagram and Twitter)
 - Promoted on MHVillage Social Media Channels (LinkedIn and Facebook)
- Featured in MHInsider Magazine
- Featured on MHInsider Blog & MHInsider Newsletter
- Displayed Louisville Show Banner Ads on MHInsider Blog and MHV Dashboard
- Managed and created the show banners, show program and signage
- Organized event space, sponsors and manufacturers
- Survey and Attendee Reviews

NEW!

Whova Event App

Managed Whova App including registration, sponsors and show information.

Live Event Stats



The image displays the Whova website and its mobile app for the 2024 Louisville Manufactured Housing Show. The website interface includes a navigation menu on the left with options like Home, Agenda, Attendees (18), Community (897), Messages (20), Photos, Exhibitors, Leaderboard, Resources, and My Stuff. The main content area features the event title, dates (January 17-19, 2024), location (Kentucky Exposition Center), and show manager (MHVillage). It also lists the show schedule for Wednesday, Thursday, and Friday, along with a note about shuttle service. The mobile app interface shows a similar layout with a navigation bar at the bottom and a list of features under the 'Exhibitor Hub' section, such as Exhibiting Booth Profile, Promotional Offers, Manage Booth Staff, Collect Leads/Contacts, Promote Your Booth, and Host a Meet-up.

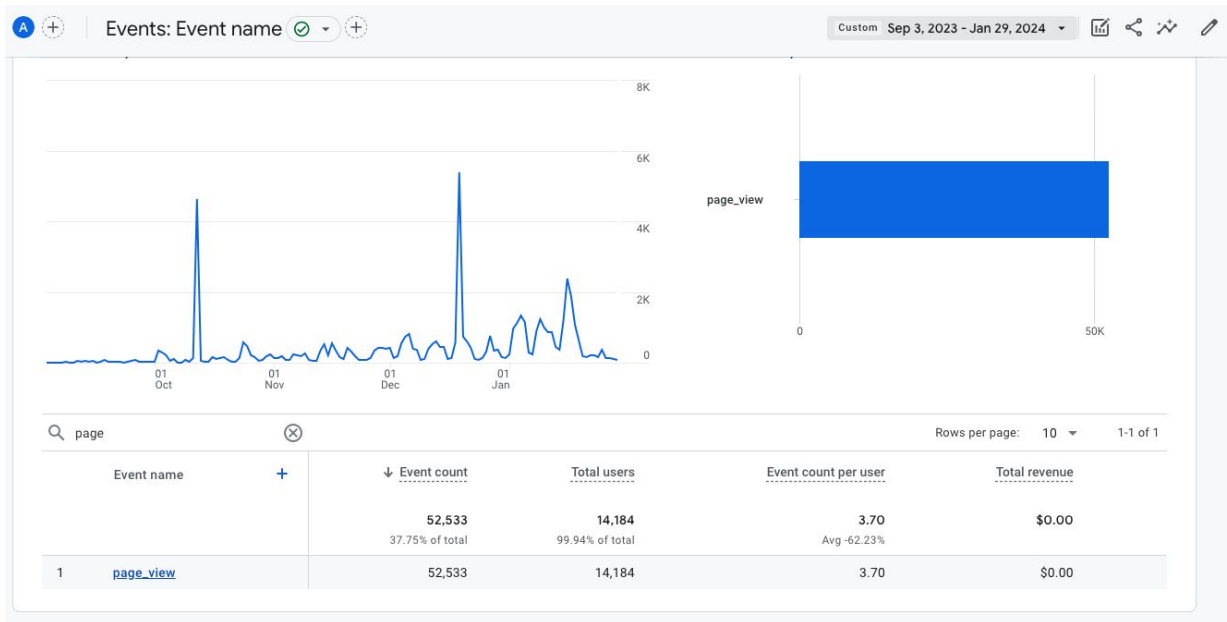
Website Traffic: TheLouisvilleShow.com

Sept. 3, 2023 - Jan. 29 2024

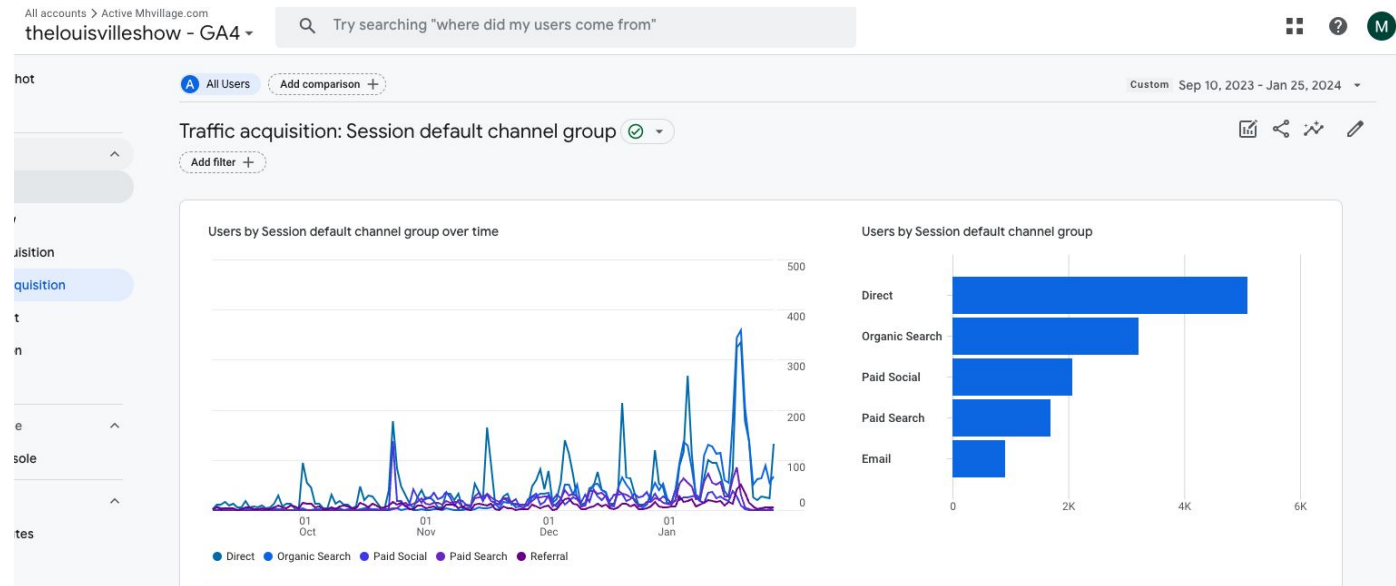
- 22,504 Sessions
- 52,533 Page Views
- 14,186 Users/Visitors

Compared to 2023

- **+17%** in Sessions
- **+19%** in Page Views
- **+14%** in Users/Visitors



Traffic Channels: How They Found the Website



- Direct - 37%
- Paid Ads - 28%
- Organic - 23%
- Email - 6%
- Referral - 5%
- Other - 1%

Paid Search = Web Ads

28% of people came to the Louisville Show website through:

- Google Text Ads
- Google Remarketing
- Facebook Ads
- LinkedIn Ads

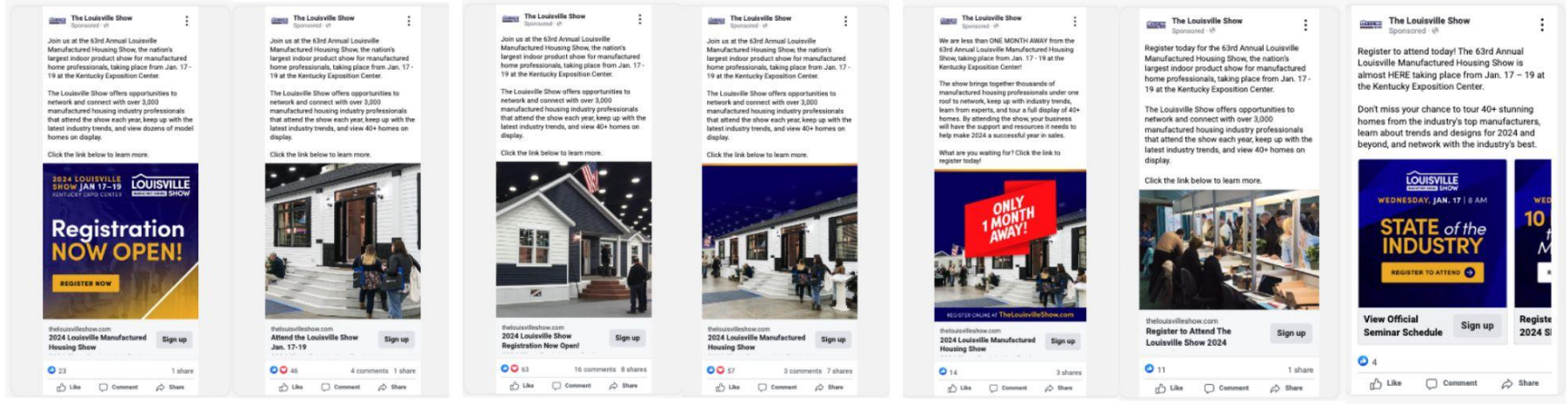
Resulting 3,962 Visitors!

+14% increase in visitors year over year

The screenshot shows the homepage of the Louisville Show website. At the top, the date "January 17-19, 2024" is displayed. Below the date is the "LOUISVILLE MANUFACTURED HOUSING SHOW" logo. A navigation menu includes links for "Home", "Schedule", "Hotel", "Venue", "Shuttles", "Seminars", and "Sponsors". The main banner features a blue and yellow background with the text: "Join Us at the Midwest's Premier Event for Manufactured Housing Professionals!" and "January 17-19, 2024" at the Kentucky Exposition Center in Louisville, KY. Below the banner is a pink box with an "IMPORTANT NOTICE" stating that the event is an industry trade show and not open to the public. A green banner for "YARDI breeze" software is also visible, with the tagline "Intuitive & powerful community management software". The bottom section of the page says "Welcome to the 63rd Annual Louisville Show!" and includes a photo of a busy trade show floor.

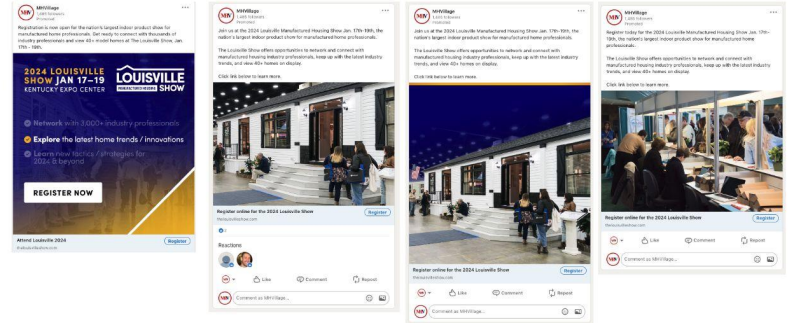
Facebook Ads

- Increased Clicks by **+12%** year over year
- Audiences Targeted -
 - Louisville Attendees List
 - MHVillage Professionals
 - Louisville Website Visitors
 - MHInsider Website Visitors



Google Ads and LinkedIn Ads

- Increased Google Ad Clicks by **+3%** year over year
- Increased LinkedIn Ad Clicks by **+70%** year over year
- Audiences Targeted -
 - Louisville Attendees List
 - MHVillage Professionals
 - Louisville Website Visitors
 - MHInsider Website Visitors



MHInsider

- Promoted Louisville Show in the November/December 2023 Issue of the MHInsider Magazine
- Featured on the MHInsider Blog through digital ads and articles on the Louisville Show
 - Blog Article: “Louisville Manufactured Housing Show Opens Attendee Registration
 - Blog Article: “2024 Louisville Show Announces Seminar Schedule”



The Midwest Man
Manufactured Ho
Ky.



Organizers for the 2024 Louisville Manufactured Housing Show have announced the educational seminars for the three-day event taking place from Jan. 17-19 at the Kentucky Exposition Center in Louisville.

Now in its 63rd year, the show hosted by the Midwest Manufactured Housing Federation (MMHF)



MHVillage Banner Ads

Targeting MHVillage Professionals through the MHInsider digital banner ads and MHVillage Professional Dashboard Ads

The screenshot displays the MHVillage Professional Dashboard interface. At the top, the user is identified as Megan Zinger. The dashboard is divided into several sections:

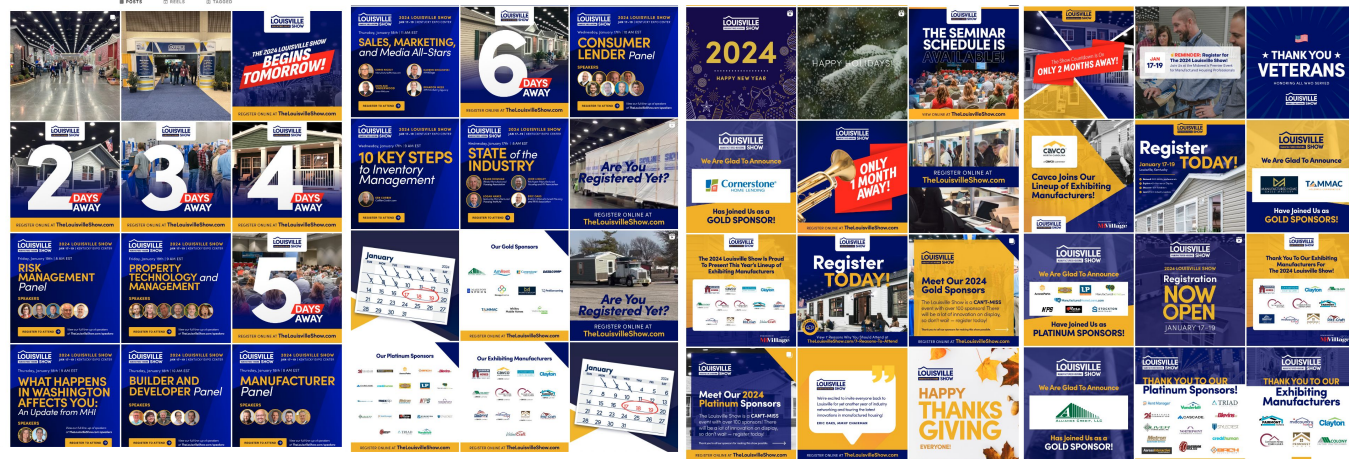
- Welcome Megan Zinger:** Shows account details: Account #: 215150311, Account Type: Monthly Pro.
- Quick Links:** Provides shortcuts for Listings (View, Add New), Communities (View), Leads (View, Manage), and Billing (Pending Charges, Invoice History).
- Active Listings:** Currently shows no listing statistics and a button to "Add a Listing".
- Recent Listings:** Currently shows no listings found and a button to "Add a Listing".
- MHInsider - Professional Blog:** Lists several articles related to housing and HUD regulations.
- Twitter:** Displays a tweet from @MHVillage about affordable tiny homes for disabled residents.

A prominent banner ad for the **2024 LOUISVILLE SHOW** is centered on the dashboard. The banner features the text "2024 LOUISVILLE SHOW Registration NOW OPEN!" and "JAN 17-19 | KENTUCKY EXPO CENTER" with a yellow "GET STARTED" button.

Social Media

Managed the Louisville Show 2024 Social media channels.

- Facebook
- Twitter
- Instagram



Increased social media numbers compared to 2023

	Posts	Followers	Engagement	Impressions	Organic/Viral Impressions
Facebook YoY	+173.68%	+25.89%	+14.62%	+14.78%	+246.22%
Instagram YoY	+173.68%	+15.57%	+169.70%	+118.92%	N/A
Twitter YoY	+145.00%	N/A	N/A	N/A	N/A

MHInsider Social Channels

Featured Louisville Show 2024 MHVillage and MHInsider Social Channels

- 13 Total posts across
 - MHVillage LinkedIn
 - MHInsider Facebook
 - MHInsider Instagram
 - MHInsider Twitter
- Increased reach by **+49%** year over year

MHVillage
1,488 followers
1mo • 🌐

The Louisville Show has shared their SEVEN reasons to attend the 2024 show. Click here to find out what they are: <https://bit.ly/3RfkK6J>

Show Managed By: MHVillage

#TheLouisvilleShow #Louisville #ManufacturedHousingEvent #ManufacturedHousing #ManufacturedHomes #RealEstate #KentuckyEXPOCenter #MHIndustry #MHProfessionals #Community #CommunityManagers #CommunityOwners #Events #FactoryBuiltHousing

Register TODAY!

View 7 Reasons Why You Should Attend The Louisville Show at TheLouisvilleShow.com/7-Reasons

Patrick Revere and 10 others

Like Comment

MHVillage
1,488 followers
1mo • 🌐

Eric Oaks, Chairman of the Midwest Manufactured Housing Federation, weighs in on the excitement building ahead of the 2024 Louisville Show.

Still need to register? Don't miss out on your chance to explore over 40 model homes on display, network with thousands of fellow industry professionals, and learn from industry experts across three days of educational seminars.

Register today! <https://lnkd.in/gFUqCnqQ>

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LOUISVILLE
MANUFACTURED HOUSING SHOW

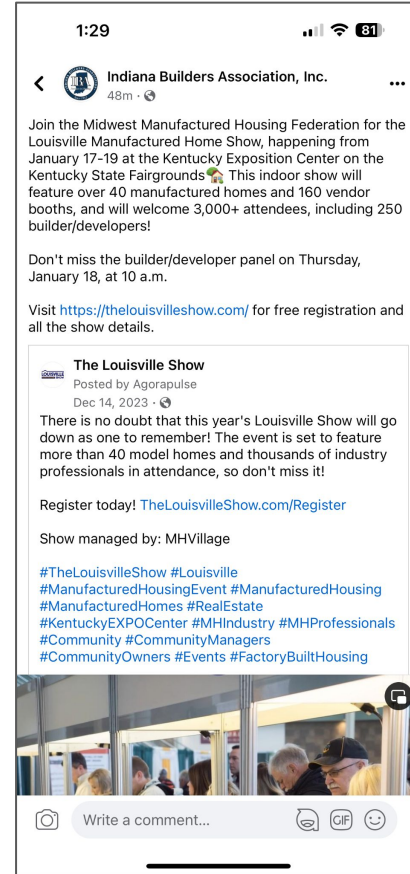
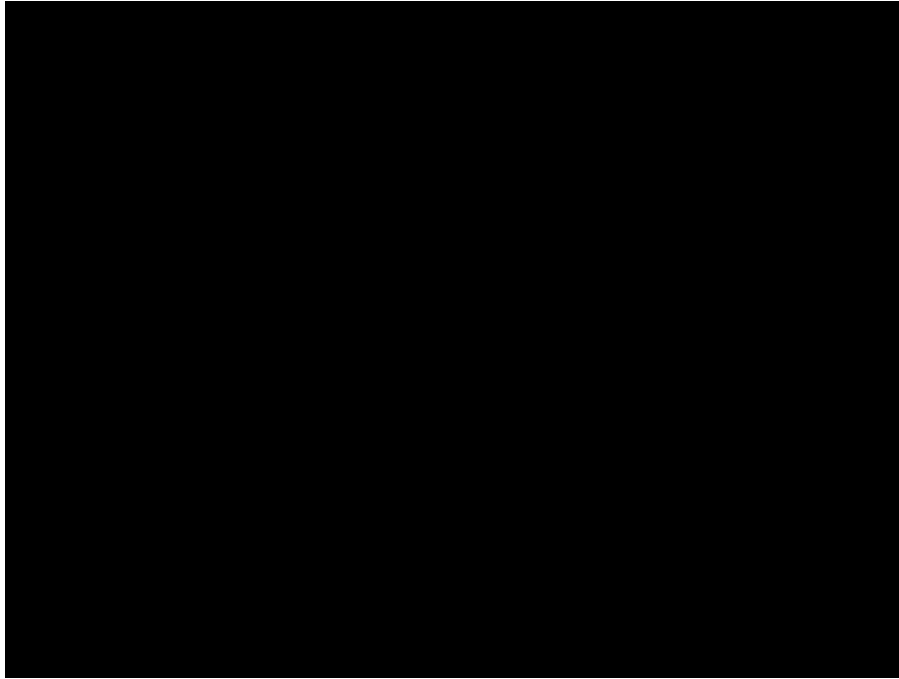
We're excited to invite everyone back to Louisville for yet another year of industry networking and touring the latest innovations in manufactured housing!

ERIC OAKS, MMHF CHAIRMAN

REGISTER ONLINE AT TheLouisvilleShow.com

Industry Awareness on Facebook

Indiana Builders Association shared our video post to their channel.

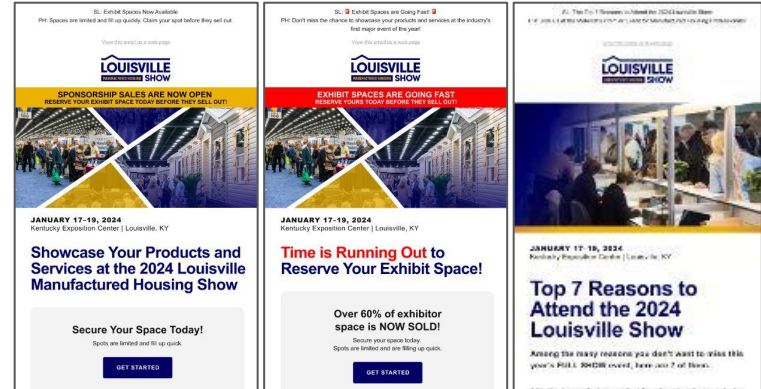


Email Marketing

26 Emails were sent promoting the 2024 Louisville Show including being featured in the MHInsider bi-weekly newsletter.

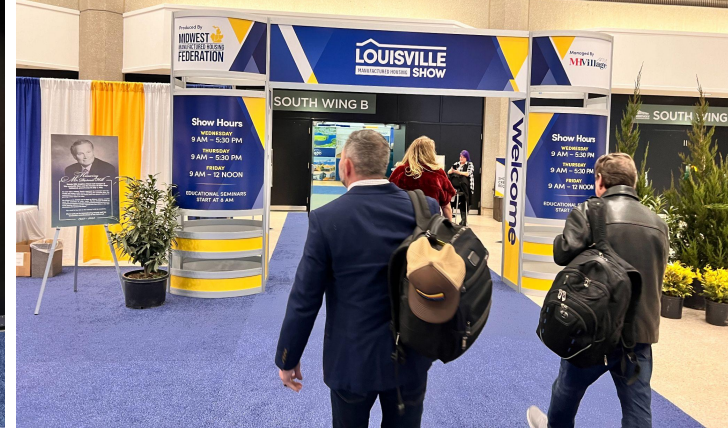
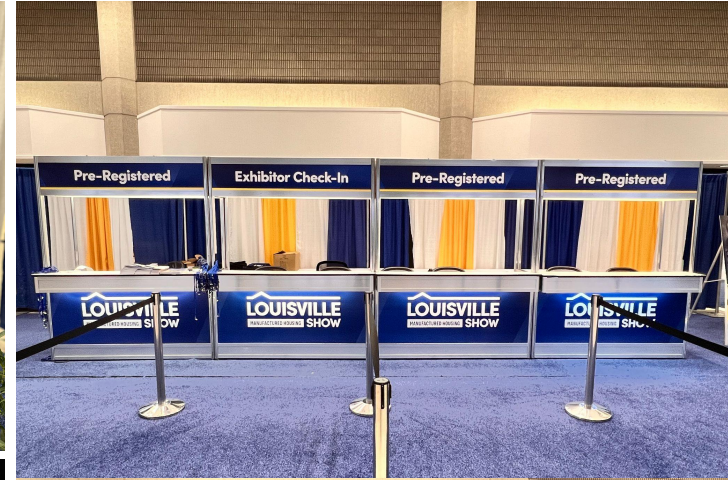
Targeted Audiences:

- Louisville Attendees Lists
- MHVillage Professionals



Event Management

- Event Signage
- Event Program
- Registration Management
- Support Desk
- Coat Check



Registration Timeline

The Louisville Show Registration Timeline

	0.00%	Progress Bar	Days Until the Show	Notes	3,500
1/25/2024	3622	103.49%	0		
1/16/2024	3293	94.09%	1		
1/12/2024	3091	88.31%	5		
1/11/2024	3008	85.94%	6		
1/10/2024	2962	84.63%	7		
1/9/2024	2815	80.43%	8		
1/8/2024	2546	72.74%	9		
1/5/2024	2479	70.83%	12		
1/4/2024	2373	67.80%	13		
1/2/2024	2141	61.17%	15		
12/28/2023	2002	57.20%	20		
12/26/2023	1899	54.26%	22		
12/20/2023	1797	51.34%	28	Half way	
12/19/2023	1657	47.34%	29		
12/15/2023	1549	44.26%	33		
12/12/2023	1468	41.94%	36		
12/8/2023	1384	39.54%	40		
12/6/2023	1315	37.57%	42		
12/5/2023	1201	34.31%	43		
12/4/2023	1164	33.26%	44		
11/28/2023	1000	28.57%	50		
11/27/2023	980	28.00%	51		
11/17/2023	821	23.46%	61		
11/16/2023	744	21.26%	62		
11/8/2023	601	17.17%	70		
10/24/2023	0	0.00%	85	Registration opens!	
2023	3034				

We reached our attendee goal of 3500 with a total of 3622.

- Pre-Register: 3327
- On-Site: 295

+19.38% increase from 2023

Survey Results

Please provide any comments or suggestions you have that will help us improve next year's Louisville Show

127 responses

A good show and I appreciated the hands on set ups and one on one time with some of the manufacturers.

The Whova app lead capture feature was very beneficial. We really liked how it worked and we loved it. We had a great Wednesday, Thursday was slightly less traffic but we believe that was weather related

The show was great but the food was terrible. Can we please have better food and options next year. Everyone we talked to had the same complaints. Thank you.

The show is way too long - Friday is pointless and the exhibitors all agree that the unofficial end of the show is 3pm Thursday, which is why people start packing up and leaving early.

Please improve the dining options during the show. The food was overpriced and close to inedible.

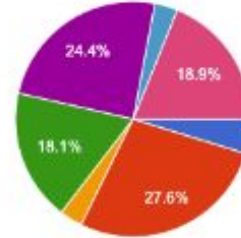
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Food was a big miss. found the exhibit hall cold and too spread out. specific exhibit hours would be better than entire day. I think we only need 2 days as well. Would love to see a different location and time of year.

I am a...

127 responses

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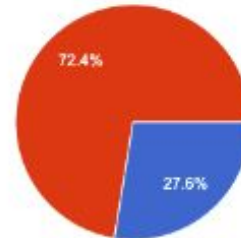


- Home Manufacturer
- Exhibitor
- Builder/Developer
- Retailer of Manufactured Homes
- Community Owner/Operator
- Installer/Transporter of Manufactured Homes
- Other Industry Professional

Was this the first time you attended The Louisville Show?

127 responses

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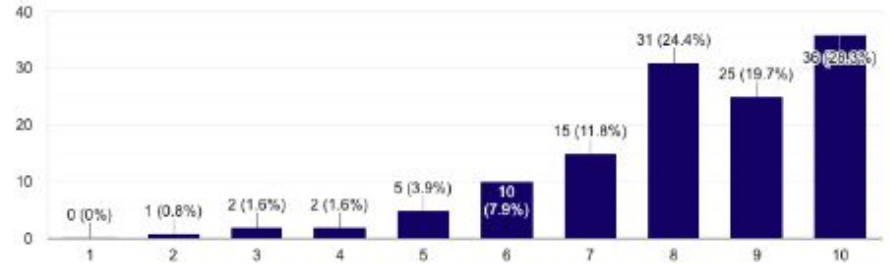
- Yes
- No

Survey Results

Please rate your experience at the 2024 Louisville Show from 1 to 10

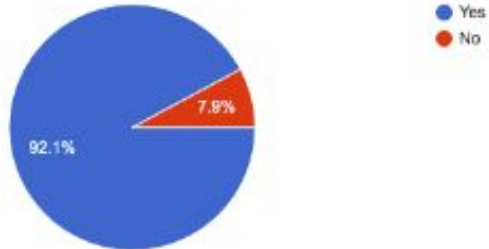
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127 responses



Will you come back next year?

127 responses



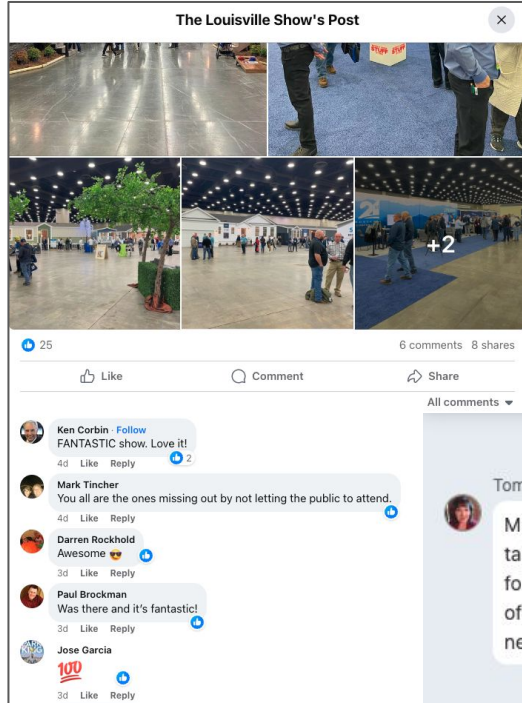
Where did you stay while you attended the show?

[Copy](#)

127 responses



Attendee Reviews & Quotes



Jan 21, 2024 9:59 AM



Tomi Adams

MH Village, you hit it out of the park. Thank you so much for taking this show in hand this year, you are such pro's. Looking forward to a show where you have the entire year to plan, instead of just a few months. I can't imagine where it can go, and if the new venue works, a whole new frontier for the L'ville Show.

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