

Effective Marketing Tools

Make your brand memorable using your body parts

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Yes, a hearty handshake and a smile may be the revolutionary new marketing tactics that differentiate you from your competition. Last week, I attended the [BizBash Expo in New York](#), the trade show/conference for event professionals. The night before the show, the organizers held a reception for exhibitors and guests. When I walked through the doors of the venue, [David Adler](#) the CEO and Founder of BiZBash was standing there, a big smile on his face, and his hand outstretched. I watched him throughout the evening. He did not budge from his station at the door. He greeted every guest who walked in, introduced himself, and thanked him/her for coming. The next day, he made a point of walking the show floor, meeting every exhibitor, and offering similar gratitude.

In an era when LinkedIn invitations, Facebook “likes,” and Skyping pass for connection, the idea that a business owner would take the time and effort to make live eye contact with each of his customers and colleagues is a true novelty. “I am bringing back hospitality!” declared Adler, when I commended him for his stalwart door post. Of course, the event itself was memorable. Any trade show that features glitter tattoos, professional drag queens, lighting that morphs through human touch, and contortionist acrobats is bound to be a break from humdrum business routine. But the most memorable part of the week? The warm smile and the handshake. You get a big thumbs-up, David! And I don’t mean the kind you see on a Facebook page either!

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