

MEASURING EXPERIENTIAL MARKETING

YOUR JOB DEPENDS ON IT

Pro Motion!
experiential marketing •

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MEASURING EXPERIENTIAL MARKETING

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EVERY marketing dollar is important: they have to be accounted for and—more importantly—measured against any number of metrics.

So when looking at your planning and accounting for your next experiential marketing campaign, take a careful look at what measurements you are currently using or being provided to justify your spend. Ask yourself two questions:

1. Is your data real and easy to understand?
2. Is it reliable measurement against your objectives for the program

Your job depends on it!

HOW DO YOU USE THE INFORMATION?

When we boil down the data we collect; most of it has no application against our intent for the program. Knowing that a specific mobile marketing tour generated over 12 million brand impressions is a definite pat on the back for the marketer behind that campaign, but how do you apply that information to the goal of engaging 12,000 new consumers to learn

about/experience a new product?

This year, when you present the outcomes of your experiential marketing programs, will you have the data necessary to truly account for your spend?

SETTING GOALS FIRST

It's tough to make travel plans or arrange a route without knowing your destination. Using the same logic, it is tough to plan a marketing campaign if we don't have an objective or purpose in mind.

We know that defining objectives can be difficult; we also know that sometimes brand marketers confuse **process results** with **marketing objectives**.

For example: setting a goal of distributing 500 samples is a process result.

An objective that would drive this result could be allowing consumers to taste, feel, or understand your product

A process used to achieve this goal is sample distribution.

Using information we have gathered over the years—through activating and measuring hundreds of campaigns—as well as from studies published by

leading marketing researchers, we have identified three common and measurable objectives. A well-planned, strategically sound experiential marketing campaign can impact and increase:

1. Brand Awareness and Trial
2. Product Sales and ROI
3. Product Knowledge and Understanding

Your programs may target only one of these objectives but there are no limitations or restrictions; we just need to define our priorities before we can plan on achieving them.

In the next section, we will take a look at how each of these goals is further broken down into achievable numbers and some of the methods used to measure them.

BRAND AWARENESS AND TRIAL

We tend to buy products based on what we know, like, understand, or trust. One of the biggest obstacles faced by brands today is a lack of brand identity or brand character

Experiential marketing can be instrumental in creating valuable awareness because of all of the variables we can control in these programs.

We know that by sending a sampling campaign into specific retailers at

specific times, we can get the brand seen by a highly targeted audience.

We also know that taking an educational experience to schools as a “field trip brought to you” will get the attention of children and teens...and ultimately their parents. With today’s technologies, social media provides a great way to extend the reach of a program before during and after an event. Facebook, Twitter, Foursquare, Instagram and Pinterest are a few products to drive additional buzz—and for your program.

PRODUCT SALES AND ROI

Experiential marketing has incredible value in terms of being able to measure ROI.

- In 2018, 85% of consumers purchased the products marketed at events.

- 88% of those consumers became regular brand customers.¹

So how do we track these sales and interactions after the event?

Because we know where our events are occurring we can track the growth of sales in that market against sales elsewhere in the country (or a specific customer in a B2B program). We can also use

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coupons and digital interactions to track consumer purchases.

The key here is that it is easier to have transparent, tangible ROI the closer your events are to the point of sale

If ROI is your most important objective, applying a matrix of data capture from the event will be important and very valuable.

PRODUCT KNOWLEDGE AND UNDERSTANDING

Being able to try or experience a product or service plays a huge role in purchase decisions.

72% of consumers who purchased products marketed at experiential events did so because they were able to “try it before they buy it.”

Not only does experience affect purchase decisions, but it also provides the foundation for driving word-of-mouth marketing. Consumers are more likely to talk about a product after they have experienced it first-hand.

So, how do we go about measuring “product knowledge as an objective for our program

This one is easy!

Face-to-face experience with a brand is the only way to guarantee your marketing will help consumers to better know and understand your product. This is the most

measured result, because it can be as simple as how many consumers attended your event footprint. Adding a “gamified” experience can help to ensure that education achieved and realized by incentivizing knowledge of the product at the event.

WHAT GETS MEASURED GETS FUNDED

The impact of integrating tested and reliable measurements into your campaigns is your trump card when justifying your marketing spend.

In a world where 72% of senior management views experiential marketing as an important or critical part of the marketing mix², knowing how your programs measure up becomes more important. Higher scrutiny is required because your management knows that measurement is possible and available.

So take the time with your team and choose agency partners with expertise to figure out what your objectives are and then make sure your experience is tailored to both achieve and measure your success. This way you will have the justification for your current—and future—programs to get the approval and (hopefully) the internal attention you deserve.



ABOUT PRO MOTION, INC. & THE BRAND VITALITY EXPERIENCE™

At Pro Motion, we are a group of event professionals who really enjoy working together. We have each other's backs and when you work with us, you get all of us. If we were a car brand, we'd love to say we are a Lambo, but in reality, we are a Jeep. We are adventurous, capable, reliable and fun. And, that is what our clients are looking for from us. They are not looking for lots of sizzle, the biggest ideas that don't fit their budgets or programs with tons of risk. Our clients live in the real world and they want practical creativity that gets results and that's what we deliver.

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