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# Small Business Guide to Experiential Marketing Success







# Introduction

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## How small businesses can grow a cult-like following through experiential marketing campaigns and events



In today's crowded marketplace, a simple ad and basic word of mouth are not enough. Think about it: how many forgettable commercials do you see in a day? But what about that time you walked to your local park and was pleasantly surprised by your favorite bakery doing a pop-up store in your city center? Or having an interactive trade show booth that attracts, excites, and engages attendees. They build connections, spark word-of-mouth buzz, and ultimately, turn customers into loyal brand advocates. This is the power of experiential marketing.

**Craving:** steady sales growth, a passionate following who sing your praises, and a brand identity that cuts through the noise? We get it. This guide will show you how to craft unforgettable experiences that fuel sales and cultivate a thriving business.



# Planning Your Experiential Campaign

## DEFINE YOUR GOALS

Before diving headfirst into crafting an unforgettable experience, it's crucial to identify the clear goals that align with your broader business objectives.

Typical Goals Include:

1. Brand Awareness
2. Lead Generation
3. Customer Engagement
4. Social Media Shares / Mentions

Plan your campaign to focus on 1 primary and 1 secondary goal and build into your experience

# 01

# 02

## KNOW YOUR TARGET AUDIENCE

Who are you trying to reach, more specifically than your typical demographic based segments. Get behind their personalities and become your target audience persona.

Ask yourself:

1. What kind of experience will resonate with them?
2. What things would they enjoy doing?
3. What would they enjoy listening to?
4. What would delight & excite them as a reward for attending?

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### DEVELOP A CREATIVE CONCEPT

To get into this creative mindset, you have to put your POV to your target audience.

1. Incorporate everything you know about your target audience into your experience so it makes them excited to engage and keeps them thinking about the experience for days..
2. Tie in your brand colors, logo, mascot in a creative way that showcases your personality and is attractive visually.
3. Create a photo opportunity for your audience. Have a photo backdrop or EPIC item that's designed to be shared on social media.
4. Let them sample your product or service and experience your brand in a way they won't forget

### LOGISTICAL CONSIDERATIONS

1. What is your budget? How much are you willing to invest in this campaign and allocate the funds accordingly
2. Where is the location? Will your experience take place at your storefront, a pop-up venue, or a special event space? Consider accessibility and target audience convenience.
3. What are your staffing needs? How many people will you need to run the event smoothly? Do they require training or skills?
4. What permits are needed? Depending on your location and activity, you might need permits for things like temporary structures, food service, or entertainment.

## 04



# Creating a Memorable Experience:

## FOCUS ON STORYTELLING

How will your experience connect with your audience on an emotional level?

Here you can share with them the story behind your brand and bring them in to your world. The stronger of an emotional connection you form with them, the more loyal they will be to your brand.

You can share your story through graphics, signage, videos, audio, and more.

# 01

# 02

## INTERACTIVE ELEMENTS

Involve your audience into your world and make them active participants in your experiential campaign.

1. Hands-on Activities where your audience can learn, try, or do something new.
2. Interactive Games & Challenges like photo booths with props specific to your brand, product trivia, or scavenger hunt. Winner gets free swag.
3. Social Walls & Live Displays that showcase live user-generated content during the experience

## ENGAGE AUDIENCE SENSES

Engaging multiple of your audience's senses (sight, sound, touch, smell, taste) will create lasting impressions. Some ways you can engage your audience's senses include:

1. Playing tasteful music
2. Offering food displayed in an attractive way
3. Add an enjoyable smell, or make sure nothing smells foul
4. Make as much as you can photo ready at all times
5. Let your audience pick up and demo or sample your product or service.

By incorporating senses into your experiential marketing campaign, you are creating an emotional connection between them and your brand.

# 03

# 04

## SOCIAL MEDIA / DIGITAL INTEGRATION

Social media is the ultimate amplifier for experiential marketing campaigns. It allows you to extend the reach of your event beyond the physical space. Here's how to seamlessly integrate social media into your campaign.

1. Generate Pre-Event Buzz by creating a dedicated hashtag, tease event snippets, collaborate with influencers to promote.
2. Attractive Photo Opp that makes people want to take pictures and share on their socials. Include your #hashtag and social handles in the activation.
3. Run an interactive social media poll or contest to gather audience preferences or opinions on your product or service.
4. Share post-event discounts or promotions to engage further online



## LEAVE THEM WITH SOMETHING THOUGHTFUL AND USEFUL

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And don't let it be some corny beer koozie or pen with your logo on it.

1. What are things that your audience would be excited to use, wear, or share?
2. Make you swag cool! Don't show up with plain shirts with you logo across the front. It is worth the investment to have a graphic designer create a unique twist on your brand that people will have in their wardrobe rotation.
3. Digitally connect back with each of the attendees that engaged with your campaign and personally thank them.
4. Spice it up and offer them a discount or a free sample of your product or service as a thank you for attending.



# Set Measurements for Success



## DEFINE KEY METRICS

So you've planned an EPIC experience, but how do you know if it truly resonated with your audience and achieved your goals? Here are some key performance indicators (KPIs) examples that could tie back to your original goal.

1. Emails or Sign-ups
2. Brand Mentions
3. Social Media Engagement
4. Website Traffic



## TRACK YOUR RESULTS THROUGHOUT THE CAMPAIGN AND ADJUST ACCORDINGLY

Don't wait until the dust settles to assess the impact. Set up a system to track your metrics throughout the campaign. Identify what aspect are generating the most buzz and double down or course correct if anything is not working. Some tools you can use to track your metrics Social Media analytics dashboard, Website analytics tools, surveys and forms, lead capture software



# Post Campaign Engagement

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## **THANK**

Send a personalized email or social media message thanking attendees for participating. Include highlights from the event and showcase user-generated content (UGC) with them

**O**

## **OFFER**

Reward engaged attendees with exclusive access to loyalty programs, early bird discounts for future events, or special offers on products they interacted with during the campaign.

**N**

## **NURTURE**

If you captured leads during the event, use email marketing to nurture them with valuable content related to your industry or product. Offer helpful blog posts, informative webinars, or exclusive downloadable resources.

**A**

## **ADVOCACY**

Identify enthusiastic attendees who actively shared their experience on social media. Reach out to them and explore opportunities for ongoing brand advocacy. This could involve offering them early access to new products, inviting them to participate in future events as VIPs, or featuring them in customer testimonials.

# Summary

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**Launching a Successful Experiential Marketing Campaign**

**Plan The Idea**

**Define Goals, Creative, & Logistics**

**Share Your Story, Product, & Service**

**Make it Interactive & Engaging**

**Tie in Digital / Social Media**

**Leave Them with Thoughtful Gift & Memories**

**Define Metrics to Track Success**

**Use TONA for Post Campaign Engagement**





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# Creating experiences that engage & excite before, during, and after...



Epic Promotionals can help you discover fresh avenues to connect with your audience and make a meaningful impact. In a landscape where consumers are increasingly desensitized to traditional giveaways and advertisements, our team of visionaries, digital manufacturing specialists, and creative minds collaborate to craft unparalleled experiences & products that elevate your brand and underscore your uniqueness.

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