

The Ultimate Guide to Field Marketing:

Building Emotional Bonds



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What Does It Take to Be a Household Name?

That's not just a business everyone knows or a product recognized in the store. It's when your brand is an intimate part of your customer's daily routine, almost an extension of their lives.

A mother buys sneakers for her son because she had a **similar pair** when she turned 12.

A new boyfriend **buys special roses** for his partner because he always wanted to give some to the person he loves, just like his dad does for his mom.

To become part of a core memory, you need to be in the right place at the right time for a customer to fall in love with your brand. In the past, these moments have been random, dependent on random factors and luck.

But there's a technique that can artificially create memorable and personable experiences between your brand and your consumer.

Say hello to field marketing

Field marketing is the key to creating the emotional bonds and memories you need to become **an ingrained part** of your customers' lives. Our data shows that brands that use experience and field marketing boost their conversion rate from **20% to 50%**.

In this Ultimate Guide to Field Marketing, you'll learn how to **start from scratch** and build a strategy that's not only repeatable but scalable. We'll include best practices, favorite strategies, pitfalls to avoid, best campaign follow-ups, and even how to **measure and improve** your process as a whole.

What is Field Marketing, and How Does It Work?

Field marketing is a measurable marketing strategy that uses face-to-face events and experiences to increase brand awareness, revenue, net promoter score, and more. It brings marketing into a physical space vs. traditional digital and print advertisement tactics.

It creates a memorable experience in the consumers' minds, fosters direct and emotional connections, and ultimately drives brand loyalty and sales.

It can include:

- ✓ Brand activations
- ✓ Classes
- ✓ Events
- ✓ In-person product demonstrations
- ✓ Pop-Ups
- ✓ Sampling
- ✓ Sponsorships
- ✓ And more!

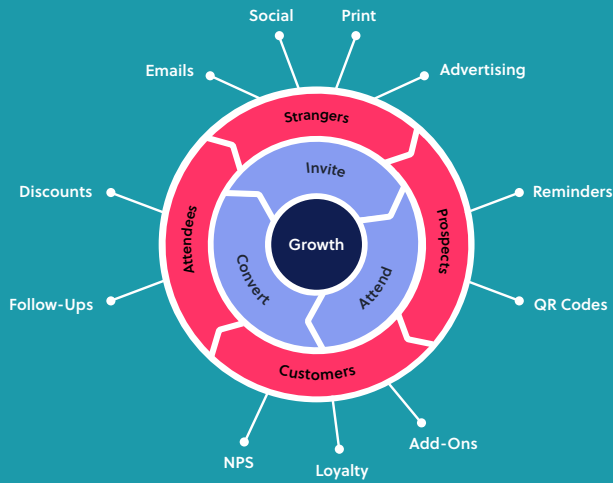
Here's how it works: events affect each part of your strategy from pre-event and after. Picture the Hubspot trademarked flywheel.

The **marketing flywheel** is how marketing works strategically and how it's broken down into pieces. Each piece of the flywheel turns Growth and propels your business forward.

We made a couple of changes to show you what we mean and to show you how field marketing works with the already existing flywheel:



Field Marketing Flywheel



Invite

This stage is welcoming your future attendees to your experiences. This is before they set foot near your event — they can be strangers to your business, or aware of your brand but not yet loyalists.

You'll want to get the wheel moving with awareness marketing to attract guests during this stage. That's going to be activities like:

- ✓ Email marketing
- ✓ Social media announcements
- ✓ Traditional print (flyers, print ads, etc.)
- ✓ Digital advertising (paid social posts, PR, etc.)



Attend

Once your guests know of and register for your event, the flywheel turns to Attend. If you're using field marketing to grow your business, you forgo a sign-up process unless you take reservations. You're probably using a different measurement to gauge your success. (Read on for some of our favorites).

That's why you must make your experience as compelling as possible during the Attend portion. This is where you transform your prospects into full-blown customers, so it can't be ignored.

This is an excellent time to use tactics like:

- ✓ Reminder emails
- ✓ QR codes to collect consumer data and feedback
- ✓ Add-ons to the experience (exclusive access, swag, etc.)



Convert

Now that your flywheel is spinning, we can get to our favorite part of field marketing — earning brand loyalty!

Consumers that attend your events or engage with your activations are more likely to convert to loyal buyers and advocates for your brand. So how do you keep that momentum from slowing down?

Here are a few ways to keep your new converts engaged:

- ✓ Free samples to take home and share with family and friends
- ✓ Loyalty rewards (Sweepstakes, Early Access, etc.)
- ✓ NPS rating requests and post-event feedback
- ✓ Discount codes to promote buying products after the fact

Why Does Field Marketing Matter?

In an increasingly digital world, field marketing is essential to humanize your brand and create memorable, emotional connections with your customers. According to Zippia, there are over **27k field marketing managers** in the United States alone, growing yearly.

We've seen it over and over — by offering tangible experiences and engaging your target audience in the real world, you create opportunities to form deeper

bonds with your brand, leading to lasting loyalty and increased sales.

Field marketing:

- ✓ Accelerates business growth
- ✓ Boosts brand awareness
- ✓ Collects valuable consumer data
- ✓ Increases revenue
- ✓ Inspires customer loyalty



Best Practices for Field Marketing

There's a lot of nuance that comes with field marketing. In fact, without the right strategy and planning, it can become costly and aimless. When you start dreaming of the perfect event or brand activation, you envision what it could be. So let's talk about some best practices to turn "could be" to "will be."

1.

Start Planning Your Field Event Early

Field marketing involves many moving parts, and planning can make all the difference. Not only does early planning allow you to get ahead of your budgeting, but it can also save you money in the long run and ensure maximum return for your investment

Many vendors charge more for last-minute services and changes, and cancellation fees can be a big downfall if you don't have your ducks in a row. Planning early saves money and time in negotiating with your chosen vendors or lower prices and add-ons!

2.

Choose Clear and Achievable Goals

Effective field marketing campaigns have clear and achievable goals. You need to know what you want to accomplish to make important decisions about the event and demonstrate its success to other teams. Some great objectives include:

- ✓ Increase your marketable database
- ✓ Improve consumer brand perception
- ✓ Brand awareness
- ✓ And more!

Establishing clear objectives can increase the chances of achieving the desired outcomes and garner support from your team and stakeholders.

3.

Know Your Target Audience

The key to any successful field marketing plan is knowing exactly to whom you're catering your event. To do this, you must research and gather all the necessary data on your audience, including:

- ✓ What age range do they fall into?
- ✓ What is their income level?
- ✓ What are their hobbies and interests?

When you know your customer like a friend, you can speak directly about their needs and wants. You're able to build a **value matrix** for your customer. In a value matrix, you rate four key demographics on a scale of 1-10 for how easy it is to reach them and their value as a customer and chart it on an XY axis.

This is a great way to determine just how difficult it will be to reach your audience and how much they're truly worth as a customer. With this knowledge, you can create a plan that speaks directly to your audience and resonates with what they care about most.

4.

Invest in Technology to Measure and Track Event Success and Improve Future Efforts

The success of any marketing campaign hinges on two crucial aspects: **feedback and analysis**. Without insight around performance, it's impossible to tell what works and what can be improved. This is especially true for field marketing, where world-class events need sustained attention to detail.

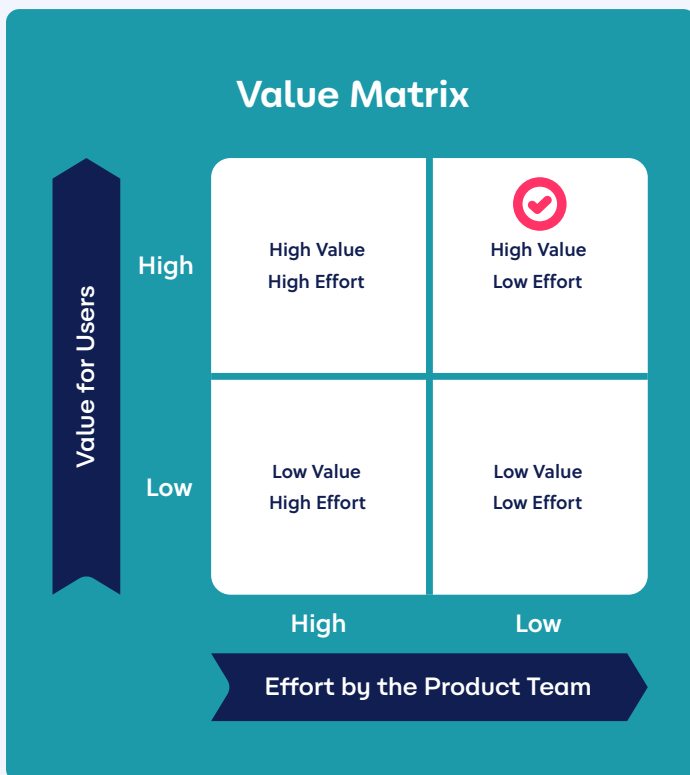
Fortunately, tools are available to streamline the feedback process and collect data, which can be analyzed to surface the right kind of learning. You can create a feedback loop by collecting consumers' contact information and following-up post-event prompting attendees to provide input and critique. For example, experiential marketing platforms can automatically send out an NPS survey after the event so you can tell how you changed an attendee's brand perception.

With this information, you can pivot in real-time and adjust as needed. Ultimately, this approach ensures that you can always showcase the good and the bad during post-event breakdown meetings and demonstrate to your team how each event is an opportunity for growth and improvement.

EXAMPLE: JustEgg brought their plant-based eggs to a festival, using their metrics "eggs in mouth" and gathering as much feedback as possible.

On Day 1 of their field marketing event, they got a ton of negative feedback: they realized they had paired the eggs with tomatoes, which made the product too watery. They could pivot since they were tracking their goal during the event, and Day 2 saw tons of positive reviews.

[Learn more](#) about JustEgg's field marketing strategy!



The Top Field Marketing Strategies

It's not enough to decide that field marketing is your next step; choose what strategies work best for your goals.

For example, if you're trying to get more "eggs in mouth," like JustEgg's field marketing, you want to go where people are with field activations. But if you want to give a more immersive experience, you can host a pop-up experience.

We'll review each strategy, what's needed, and how you can make them happen.



Field Activations

Meet your customers where they're at with field activations! You can grab their attention, build a positive brand image, and, most importantly, convert them into loyal customers.

Field activations, sometimes called brand activations, are when you engage your customers in-person, in a location or at an event they're already attending. With field activations, you create an experience for your consumers outside of your own brand home, store, or headquarters ("in the field"). That can be sampling a product at a music festival or grocery store, or giving consumers the chance to create a custom version of your product at their local park.

But creating and executing a field activation campaign is no easy feat. It requires careful planning, execution, and patience to get the desired result.



Step 1: Define Your Goals and Target Audience

You need to define your objectives clearly and have a good understanding of your target audience's demographics and behaviors.

Having clarity about your goals and target audience will help you design a campaign that resonates with them and increases the ROI of your marketing dollar.

This strategy is a burst of brand awareness that's quick, memorable, and good for simple measurements like:

- ✓ Feedback
- ✓ "Product" in "Person" (JustEgg's eggs in mouths, Red Bull's 'cans in hands')
- ✓ Customer Acquisition Cost





Step 2: Determine the Type of Activation Campaign

Once you have identified your goals and target audience, it's time to start brainstorming the type of activation campaign you want to create.

Your activation should align to your overarching marketing strategy and goals. For instance, if you're offering a new product in an already crowded market, you may want to design a sampling campaign, which allows your target audience to **experience your brand** and its products first-hand.

On the other hand, if your goal is to launch a new product, you can create an event that **showcases** your product's features, benefits, and uses.

Some other types of activation campaigns are:

- ✓ Street teams
- ✓ Experiential installations
- ✓ Flash mobs
- ✓ Product demos
- ✓ Event stalls/booths



Step 3: Create a Budget and Choose Activation Elements

Your field activation budget should include everything from choosing the event location, hiring staff, creating signage, props design, to product giveaways.

You should allocate the budget to every aspect of your campaign to get the maximum ROI. After creating a budget, it's time to decide on the activation elements.

Activation elements can include:

- ✓ Props
- ✓ Signage
- ✓ Products for sampling
- ✓ Incentives (swag, giveaways, etc) for consumers
- ✓ Devices like iPads or other tools to help collect data on-site
- ✓ Software and technology to run your event



Step 4: Find the Appropriate Activation Venue

The venue you choose for your field activation should be accessible to your target market and a place they go to regularly.

Cost is going to be a factor here, especially if you're renting table space or if there's a paid barrier of entry such as:

- ✓ Space
- ✓ Permits
- ✓ Additional rental costs like electricity or furniture

Pop-Ups

Pop-up experiences and stores have been a trend in the retail industry for several years now and for a good reason. They provide a unique experience from shopping to walk-throughs, and create a sense of urgency that pushes customers to attend since the location's only there temporarily.

1.

Define Your Goals and Objectives

What's the goal of your pop-up? They're a significant investment, so knowing your goals and objectives is vital for a good return on investment, more than most field marketing types.

Some goals and objectives that are a good fit for pop-ups are:

- ✓ Introduce a new product or service
- ✓ Test the market and get feedback
- ✓ Clear out old inventory

2.

Identify Your Target Market

Who would be interested in the products or services you offer in the pop-up store? Conducting market research will help you identify the demographics, interests, and purchasing power of your potential customers.

Some vital questions to ask to determine your target market include:

- ✓ What is the average transaction value of your customer?
- ✓ Do your customers prefer to shop online or in-store?
- ✓ Where are most of your customers based?

3.

Find the Right Location

Location is one of the most critical factors that can make or break your pop-up store. You're not just trying to find a nice-looking building: you're paying rent on a space, so you need to consider it the same way as finding a store location.

Look for areas with:

- ✓ High foot traffic
- ✓ A trendy vibe
- ✓ Easy access to transportation

You could even consider collaborating with other retailers or partnering with local events that can help you secure the perfect location.

4.

Create an Engaging and Personalized Experience

Creating a unique and memorable experience can differentiate your pop-up store from traditional retail. Don't be happy with another temporary store: treat this like an experience in and of itself.

Incorporate interactive elements such as:

- ✓ Photo booths
- ✓ Games
- ✓ Giveaways
- ✓ Live demonstrations
- ✓ Personalized design, and layout



Sponsorships

Nowadays, sponsoring events has become a vital part of many companies' marketing strategies. The reason for this is simple: people love events and show up in droves to be a part of them.

From small community events to massive festivals, sponsorships can significantly boost your brand's awareness by putting you right in the middle of the action.

1.

Choose Events That Align With Your Brand's Values

When choosing which events to sponsor, it's always best to pick events that align with your brand's values. For example, do you support causes on a local level?

Sponsorships show you're interested in giving back to the community and building meaningful customer relationships. Additionally, sponsoring the right events increases your brand's visibility and helps you reach your target audience.

Events to consider sponsoring:

- ✓ Local youth clubs and teams
- ✓ Festivals (Food, Music, etc.)
- ✓ Nonprofit organization events
- ✓ Young documentary filmmakers
- ✓ Races and Sporting Competitions
- ✓ Industry trade shows or conferences

2.

Know Your Target Audience

Knowing your target audience is essential for sponsoring events. For instance, if your audience is eco-friendly and cares about the environment, consider sponsoring events that focus on environmentalism like a conference or nonprofit.

Deloitte surveyed Gen Z in their recent buyer survey and found that overwhelmingly, 94% expect companies to take a stand on important social issues as part of their brand identity, and 90% say they are more willing to purchase products they deem beneficial to society.

Causes that are popular among consumers are:

- ✓ Diversity, Equity, and Inclusion
- ✓ Social Justice
- ✓ Environmentalism
- ✓ Medical Advancements
- ✓ Ending Hunger

You'll be able to connect with people who already show interest in the things that your brand values. It's an excellent way to build a loyal customer base that goes beyond just purchasing your products or services.

3.

Offer Something Valuable to Attendees

Another way your brand can make an impact while sponsoring events is by offering attendees something memorable that engages the senses for free. Offering something valuable will help attendees remember your brand long after the event. For example, if you're sponsoring a food festival, consider offering free samples of your products.

Other great value-adds include:

- ✓ Discounts
- ✓ Special offers
- ✓ Competitions/games
- ✓ Limited edition swag

4.

Don't Just Sponsor For the Sake of It

The best approach is not to sponsor events just for the sake of it. Ensure the events align with your brand's overall strategy and you have **precise goals**.

Track your return on investment (ROI) to see which events have the greatest impact. It helps you make an informed decision the next time you're looking to sponsor an event.

5.

Build Long-Term Relationships With the Events You Sponsor

By building a long-term relationship with events, you solidify your company's presence and establish your brand as a trusted community partner. Additionally, building long-term relationships pairs your name with theirs, making it hard not to mention the event without thinking of your brand.

For example, The North Face sponsors local events and communities with their Explorer Fund, a council that aims to bring outdoor sports and activities to traditionally underserved communities. The Fund has \$7 million dollars that they can allocate to different areas, and each one makes a difference for those involved.

By working with local communities, it's not only DEI. They're now creating an experience with nonprofits and more that those involved will always associate with their brand.

Consider working closely with the event organizers to identify ways your brand can contribute to future events, creating mutually-beneficial partnerships.



Measuring Field Marketing Success

All your efforts will fall short if you don't include key metrics in your marketing strategy. When you hone in on specific performance metrics, you're not just tracking how you're doing: you're analyzing patterns and learning from the trends you uncover.

To get a budget for your field marketing, you need to prove its effect on the business. Here are some of the best measurement numbers to make a business case for field marketing.

Conversion Rates

This is a bottom-of-the-funnel metric that many marketing teams struggle with. Warming a consumer

enough from initial brand engagement to purchase can be challenging, and many brands seek different ways to drive that conversion. Field marketing can create a higher conversion rate for your customers, so consider using it as part of your KPIs (key performance indicators).

How to measure conversion rates:

$\frac{\# \text{ of buyers (or who take your desired action) / attendees or ad interactions}}{\text{conversion rate}}$

Customer Acquisition Cost

When you're looking to see whether your budget is worth the return on investment both initially and post-event, it's important to consider the customer acquisition cost (CAC) as part of your metrics. That way, you can see how much it costs to acquire your customers and whether you overspend your field marketing budget.

How to measure customer acquisition cost:

Customer Acquisition Cost = Cost of Sales and Marketing divided by the Number of New Customers Acquired

Customer Lifetime Value

The customer lifetime value (LTV) is a longer shot than immediate purchases. This looks like how much the consumer spends over time with your brand and how long they continue to purchase from you.

Field marketing is vital for increasing how much a customer spends with you over long periods. Brands like Absolut found that experiential marketing increased their average guest revenue by 36% over time.

How to measure customer lifetime value:

Average Transaction Value x Average Customer Lifetime
= Customer Lifetime Value





Net Promoter Score

NPS measures whether customers would recommend a company to a peer based on the question, "How likely is it that you would recommend our offering (product, service, or company) to a friend or colleague?" The NPS score is on a scale of 0 (not at all likely) to 10 (extremely likely).

Measuring this is a great way to understand the current brand perception of your consumers. Curious about what questions to ask for better data? Here are a few we recommend:

Pre-Experience Top Questions

1. How did you hear about the experience?
2. Have you tried [BRAND] before this experience?
3. How often do you buy [BRAND]?

Return on Investment

Calculating a return on investment (ROI) is necessary to justify your budget and prove whether field marketing is worth investing in for the future. It also can help measure which areas you may be spending too much on for the return and which could use even further budget boosts.

ROI is an important metric to measure for all marketing efforts. According to Hubspot's Demand Generation report, 44% of marketers say that their top priority for their strategy is to better measure the ROI of their demand generation initiatives.

How to measure return on investment (ROI):

$(\text{Increase in Revenue OR Sales driven by event} / \text{event cost}) \times 100 = \text{ROI}$

How to Make a Business Case for Field Marketing

Let's break down what goes into a field marketing proposal and how to get the necessary buy-in for your budget, strategy, and follow-up plans.

1.

Choose and Define Your Goals

Start your business case proposal document with your specific goals and define what they mean. Make sure they're **SMART: Specific, Measurable, Actionable, Relevant, and Time-bound**.

Set your larger objective, such as "Increase our customer base by 30% by December 29, 2024". Then, choose three smaller key performance indicators to help determine if that larger objective has been met.

For example, using the KPIs we mentioned in the earlier chapters, you could track your goal using the following:

- ✓ Host **20 field activations** across local grocery stores by September 8, 2024.
- ✓ Use free tote bags in exchange for **100 new customer contacts** in our database.
- ✓ Use discounts to incentivize online purchases from the event for **50 new online customers** by September 10, 2024.

See how each of these ladders up to the original objective? When you define success, you can help others see how your field marketing efforts will impact larger business goals.



2.

Break Down Your Target Demographic

Researching your target audience is the key to any successful marketing campaign. The same holds true for field marketing. You need to know your target audience, what they want, and how they prefer to receive information.

After you've conducted your initial market research, present it to your stakeholders as a person.

For our field activation example, we'll use Debbie: Debbie is a 45-year-old mother of two who visits her local grocery store daily to feed her family. She loves to clip coupons and must balance a healthy diet with a tight budget.

All of the above tells us that when we target Debbie with our field marketing, we're going to the grocery store to offer samples with a tagline on health benefits and a discount code for a family pack when she signs up for our recipe newsletter.

3.

Create a Budget

Field marketing campaigns can be expensive, so a budget is essential. You need to consider the cost of **location fees, advertising, equipment, staffing, and transportation**. When creating your budget, make sure to factor in a buffer for any unexpected expenses.

You also want to break down what your expected total revenue will be from the project and use that to determine what your expected ROI will be.

Present that to your stakeholders, along with the expected customer acquisition cost and estimated customer lifetime value, to show how effective your field marketing will be in the long term.

4.

Create a Detailed Plan

Your field marketing plan should outline the tactics you will use to achieve your goals. Remember, this piece of your field marketing puzzle should be a **roadmap**.

Include:

- ✓ A detailed timeline of each part of the project, from start to finish
- ✓ Your proposed budget
- ✓ Your staffing plan for the event
- ✓ Supplemental marketing tactics to support
- ✓ Any technology you'll need at the event itself that might need to be shipped or purchased by a specific time
- ✓ After-event marketing and follow-up tactics

5.

Measure Your Results Post-Event

Remember that first step where we defined our goals? This is the moment where that comes back into play. Review how you measured up to your set goals and see where you succeeded and where there's room for improvement.

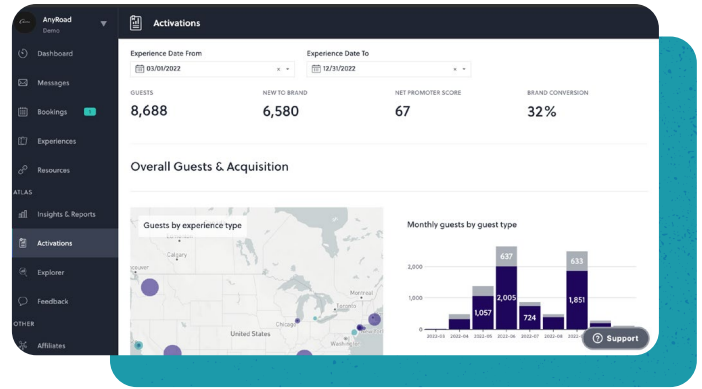
Also, calculate your total revenue, CAC, and ROI to present a complete picture of what your field marketing achieved. Don't worry if you don't excel the first time you try field marketing — it's a complicated strategy to get right.

But once you hone your strategy and get a few events under your belt, you'll start seeing the results you've been looking for.



Ready to take the guesswork out of your activations, experiences, and events?

Collect compliant, first-party consumer data during every brand experience and automatically transform it into actionable insights with AnyRoad!



Grow your marketable database and nurture consumer relationships

- ✔ Create customizable surveys that can include demographic information, NPS scores, and other insights important to your brand.
- ✔ Make strategic adjustments to your experiences based on valuable feedback received from pre- and post-experience.

Measure the performance of every experience to streamline operations

- ✔ Configurable dashboards and reports allow you to measure and evaluate operational KPIs that are tailored and unique to your brand.
- ✔ Out-of-the-box dashboards provide quick visibility into brand impact and performance.

Demonstrate your impact on ROI and brand loyalty

- ✔ Discover key drivers of brand perception with flexible guest surveys, question management, and open-text feedback using Natural Language Processing (NLP).
- ✔ Gather real-time insights about who is attending your events and why, and what impact events are having on brand perception.

Deeply understand your customers, feedback, and emerging trends

- ✔ Perform custom segmentation by demographic, psychographic, specific experiences and more to identify key trends.
- ✔ Overlay metrics and choose from a variety of dimension breakdowns to tailor your analysis and even compare performance against peers.



Using AnyRoad Atlas enables us to make smarter decisions on programming, better understand brand loyalty, and influence purchase behavior."

Glenn Cox, Head of Brewery Experience, Budweiser

Make Every Experience Count



Self-Sufficiency: Using First-Party Data in Field Marketing

First-party data is data you collect directly from consumers instead of from stitched-together third-party companies or sources. That means you can keep your customer's email, name, location, and social media without another company managing your relationship.

Some examples of first-party data collection vs. third-party data collection are:

| First-Party | Third-Party |
|--|---|
| A restaurant using their own ordering website. | A restaurant taking orders on DoorDash or GrubHub. |
| A brewery taking their own tour bookings. | A brewery using a site like TripAdvisor for bookings. |
| A hotel offering rooms through their site. | A hotel selling their rooms on Expedia or Priceline. |

Build a Strategy Around Self-Sufficiency

When you collect first-party data (sometimes in addition to third-party), you're able to maintain a direct relationship with your customers. You can decide what you collect and how you use it. And depending on whether you're in North America or EMEA, you can ensure that the way you collect data complies with your country's laws.

Cut out the middleman for faster results and fully-owned data. When you use third-party, sometimes you don't get the information you collect — the vendor does.

How Do I Get First-Party Data?

Using any solution to manage your field marketing, from Google Forms to AnyRoad, you can collect vital customer information for better marketing. However, 57% of US consumers would forego marketing personalization to protect their data according to [Marketing Dive](#).

If you're doing field marketing, there are some easy ways to add enough value beyond personalization to your experience that customers feel happy exchanging their data for.

Sweepstakes

A sweepstake is a chance to win a prize by entering your contact information. Many businesses use sweepstakes to get more personal information and feedback from their target audience as an incentive. The benefits of sweepstakes include increased engagement with customers, increased brand loyalty, and the ability to collect valuable data.





Swag

Branded merchandise such as t-shirts, hats, and other items are a great way to show off a brand's products and create a positive experience. The benefits of swag include increased brand awareness and loyalty and the ability to create a tangible connection between the consumer and the brand.

Discounts

Offering a discount on a product or service can be a powerful incentive for customers to provide their personal information and feedback. The benefits of discounts include increased sales, consumer loyalty, and new customers.

Exclusive Access

Providing consumers exclusive access to events or experiences can be a powerful incentive to provide personal information and feedback. The benefits of exclusive access include creating a sense of community around the brand.

Early Access

Offering consumers early access to a new product or service is a great way to offer sneak peeks at a few big experiences or even smaller opportunities. The benefits of early access include increased engagement with consumers, increased brand loyalty, and the ability to generate buzz around the launch.

Free Samples

Providing consumers with a free product is a great way to introduce many consumer brands and create hands-on brand experiences without commitment. The benefits of free samples include improved brand visibility, the ability to convert customers into paying customers, and the chance to blow customer expectations out of the water.



Charity Donations

Offering consumers the opportunity to donate to a charity of their choice in exchange for their personal information and feedback can be a powerful incentive. The best in the business are using their positive experiences and revenue to give back to the community. Doing good is not only great for the community; it enhances someone's personal experience by collaborating for a good cause.

VIP Experiences

Offering consumers a VIP experience, such as backstage passes or access to exclusive areas, in exchange for their personal information and feedback can be a powerful incentive to engage with a brand at festivals or events. This type of giveaway allows brands to create a sense of exclusivity and community while also providing their consumers with a unique and memorable experience. Best practices include making the VIP experience relevant to the festival or event and ensuring that the experience is aligned with the brand's values and target audience.

Self-Sufficiency: Using First-Party Data in Field Marketing

Marketing began with heralds and town criers before the printing press, shouting news through their towns and villages. When print emerged, ads became a new strategy for businesses to tell people who they were and what they were selling.

Digital marketing changed everything. Now, the company wasn't just telling you why their product was good — it was your cousin, best friend, and even a co-worker. You get first-hand accounts of brands from a trusted source.

Field marketing takes this one step further. Now, instead of a cousin telling you how great Chef Boyardee's soup is, you can make the soup yourself with the brand. This emotional connection, at its finest, creates memories with brands that weave them into our everyday lives.

Don't miss out on your chance to become part of your customers' lives. Start your journey to better field marketing today.

Make Every Experience Count