

EXPERIENTIAL MARKETING STRATEGY GUIDE



Why invest in experiential marketing?

The trend in generational spending is shifting toward **prioritizing experiences over “stuff.”** Online shopping is easy – and easy is boring! The solution? Give your shoppers an in-store experience they can't find anywhere else.

Wowing customers with fun, exciting, emotional and memorable experiences regularly converts shoppers into lifetime customers. Even better, these emotionally connected customers are **worth twice as much** to retailers as those whose only purchasing experience is a checked-off shopping list. This is the step-by-step strategy to boosting your store's revenue and building a dedicated brand following.

STEP 1: DEVELOP YOUR CONCEPT



DEFINE AND RESEARCH AUDIENCE

- **Define** the age, gender, and spending habits of your ideal customer.
- **Research** which strategies have worked on these groups in the past, especially within your industry.
- **Compare** the defined audience with those who actually respond to the campaign. (This will help shape future targeting and campaign design.)

BRAINSTORM PROMOTIONAL IDEAS

- **Appeal to positive emotions.** Create a list of emotions you feel would drive your audience to act. Nostalgia? Social change? Fashion genius? What emotion do you want to give them through both your product/service and the purchasing experience?
- **Expand your audience** with experiential marketing concepts that cross themes or industries, like **Netflix's Luke's Diner popup coffee shops** (from its show Gilmore Girls), which was marketable to both Gilmore Girls fans and coffee drinkers.

CREATE A COHESIVE CONCEPT

- **Tailor ideas** into one cohesive concept that follows best practices which represent your brand.
- **Include interactive elements** and appeal to each consumers' sense of fun, curiosity or emotion in a memorable and unique way. Redbull, for example, connected with its adventurous audience members by commissioning a **record-breaking free fall** from space that **millions of people** tuned in to watch.
- **Consider translating your concept** into an ongoing element of your brand. How will you bring that sense of interest and excitement to a regular store aisle? Some retailers allow shoppers to try out a product (e.g., Best Buy, Sephora), some offer limited-time labels (like Coke's **Share a Coke** campaign that put a name on every Coke bottle and can).

DO IT AGAIN

- **One event is not enough.** Incorporate elements of your event into ongoing events or campaigns. Whole Foods, for example, shared its ethic of providing quality food and drink with a Friday night wine tasting. Regular events like these make your brand consistent and memorable, and **bring in repeat shoppers.**

STEP 2: MARKET THE CAMPAIGN

MARKET TO YOUR AUDIENCE

- **Choose the social media and physical locations** that your target audience frequents. Then, use those spaces to spread the word about your event.
- **Reference or include the topic of your campaign in your marketing.** A comic book party like Smirnoff's could be advertised with flyers in comic-book style and marketed in both liquor and comic book stores.

GET LOCAL BUSINESSES INVOLVED

- **Team up** with local or partner businesses to expand your reach. Try collaborating on an offer (e.g., "present your Store X loyalty card for 10 percent off at Store Y) or creating a joint event with another company.

WHY?

People love their local businesses. Showing your support for their community will reflect your brand's positive values.

WHO?

Major brands and big-box stores that want to shed some of their anonymity and shake up the corporate vs small business narrative.

REACH OUT TO EXISTING CUSTOMERS

- **Sell past or existing customers on your brand** by inviting them to participate in your campaign – loyal customers gain value over time. Each delighted customer could mean a five-star review, word-of-mouth recommendation or higher sales.

INVOLVE THE PRESS

- **Reach out** to local newspapers, websites and trade publications to spread the word, especially if you're hosting a large or unique event.



STEP 3: CAMPAIGN EXECUTION

Imagine your patriotic pop-up shop arrives a day too late for the big 3-day weekend. Your morning and nightshift employees showed up for the same shift on the day of the big reveal.

What do these campaign nightmares have in common? Execution.

Movista can make your execution flawless, with tools to handle the moving parts and deliver an eye-popping success. Read on to discover the challenges and solutions involved in this step.

PREPARE FOR THE CHALLENGES OF SUCCESSFUL EXECUTION

- **Scheduling** employees or **hiring** gig workers for the event/campaign.
- **Tracking** engagement and foot traffic.
- **Collecting** customer information.
- **Managing** employees and task execution.
- **Arranging** and **deploying** floor plans and displays.
- **Coordinating**



EASILY DISTRIBUTE JOBS TO REMOTE STAFF

It goes without saying that staffing the right people in the right role is critical to executing on your master plan. Here are some of Movista's features designed to help you flawlessly execute on that plan.

- **Create better teams and find the right people** for the job with Movista's on-demand workforce management tools. **Push job opportunities** to your trusted workforce with a click of a button.
- **Offer opportunities to all** staff, or specific staff based on filtering.
- **Directly assign jobs** to specific staff members.
- **Staff Filtering:**
 - Filter staff based on location, skill set, custom tags, availability, or workforce health rating.
 - Use a staff onboarding survey to assess workers characteristic and skills.
 - Collect skill set information during user onboarding and automatically tag workers by skill sets.
- **Seamlessly pay your experiential workers** with Movista's payroll system integration.

MANAGE YOUR RETAIL EXECUTION PROJECTS SEAMLESSLY

- **Ensure smoothly event execution** using task management: receive alerts if someone doesn't check in or a task isn't complete and maintain retail execution quality assurance.
- **Track projects, execution and employees** with operations dashboards. Movista helps managers track projects through completion, gives insight into specific staff performance and activities and delivers location and event information.

TAKE CONTROL WITH MOBILE TASK MANAGEMENT

- **Use mobile retail execution tracking tools** like Movista to monitor projects and productivity.
- **Empower event and store workers** with mobile-first technology.
- **Give field employees access** to on-site tasks or instructions.
- **Let field employees communicate with office teams** from their own device or a device you provide.



HOLD STAFF ACCOUNTABLE AND STOP LOSS AND COVERAGE GAPS

Movista also provides in-store teams with the tools to ensure accountability and minimize loss. Here are some of the ways Movista helps you do just that:

- **Ensure your field team delivers great work**, arrive on time, stay on-site for the event.
- **Make coverage adjustments in real time.**
- **Get real-time alerts** for absentees.
- **Find replacements** for last minute absentees.
- **Minimize no-shows** and avoid costly fines.



STEP 4: MEASURING SUCCESS AFTER THE CAMPAIGN

COLLECT AND ANALYZE CAMPAIGN METRICS

- **Collect** sales, labor hours, punch-in and punch-out times.
- **Verify** inventory against receipts.
- **Review** foot traffic patterns and purchasing patterns.
- **Collect information** like engagement, foot traffic and purchasing patterns.
- **Build your own reports** with drag and drop dashboard builders for every imaginable metric.
- **Easily export reports** to coordinate with your teams.

REPORTING - MOVISTA'S REPORTING ENGINE FEATURE

- **Use data to evaluate** whether the campaign was a success and where you can improve next time. Build and share cross-project and location reports and dashboards with our drag-and-drop report builder.
- **Generate attendance reports** and share summaries of completed work, including picture libraries, to key stakeholders.



STEP 5: STRATEGIZE FOR YOUR NEXT CAMPAIGN

DATA COLLECTION AND ANALYTICS - MOVISTA'S REPORTING ENGINE FEATURE, PERSONALIZED FIELD INTELLIGENCE PORTAL

Discovering what worked and what didn't can be a time-consuming process. Here are some in-demand features designed to help you solve the challenges in developing successive campaigns. Movista will give you the power to:

- **Carry over the best-performing elements** of your campaign into your next one.
- **Use industry insights to help you tweak** elements that underperformed.

- Use attendance insights to inform marketing strategies for future campaigns.
- Schedule and hire the right number of workers

Each campaign will help you get to know your workforce, audience and industry a little better. The more data you collect, the more likely you are to succeed with a great campaign that earns you increased brand recognition, higher sales and loyal new customers.

Need further guidance?

Most retailers, brands, merchandisers and experiential marketing companies use retail execution software to ensure successful campaigns. Schedule a demo with Movista to learn how our robust retail and workforce management software empowers the experiential marketing campaigns that earn brands and retailers loyal customers and higher revenues time and time again.

Learn how Movista can help you improve the customer experience.

Schedule a Demo

