

Cost-effective experiential solutions to boost your brand

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By now the good news of [experiential marketing](#) has reached you and you are sure to be interested in the positive returns it offers. In many instances, companies have discovered that they just don't have the budget to support their new found interest in experiential marketing, but is that really true? By design, experiential marketing is all about creating an experience that is memorable for your customers. There's no rule book that says the experience has to cost you a fortune and if you're willing to get creative, there's most certainly a cost effective experiential solution just waiting to boost your brand.

If you're set on including experiential marketing into your [advertising strategy](#) (and you should be) and don't want to completely break the bank, here are a few cost-effective solutions that are sure to get your brand to where it needs to be!

- Sampling

Ever heard people say "that was so good that when I think back on it, I can almost taste it"? That's precisely how sampling for experiential marketing works. It's especially effective in the food and beverage industry and also in industries that sell products and not a service. You don't have to spend thousands or spend an excessive amount of time setting things up. Just create the opportunity for your customers to experience a new product, a new taste sensation or something different and you'll be winning!

- Spectacles and stunts

Creating a buzz and something of interest can be done just like that. Create a scene, make a noise and put on seemingly impromptu shows outside busy centres for consumers to enjoy. It's bound to grab their interest. Take a flash mob for example – those create a stir, will wow an audience of any age or background and get people asking questions about your brand.

- Guerrilla marketing

Approaching consumers on the street or in a shopping mall isn't easy, but it can certainly be effective. Depending on what sort of guerrilla marketing route you choose to follow, you can really leave an impression on consumers. Forget about standing on a street corner handing out flyers, that's bound to be seen as boring and you probably won't get much response. Get creative. Create an opportunity for your consumers to truly interact with you. Make it fun and interactive. Impromptu street competitions for prizes and hampers or similar can be highly effective.

Experiential Marketing Services from Tradeway

At Tradeway we create [experiential marketing](#) campaigns for our clients based on the intended outcome and their designated budget. With our help you can create a personal experience and opportunity for your consumers to connect with you on a more intimate level.

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