

MEET THEM WHERE THEY ARE: HIT THE ROAD AND AVOID THE POTHOLES

Summer is the season of road trips. While family vacationers pack up their minivans to explore the countryside, experiential marketing teams are hitting the road with clients.

An experiential marketing tour is one of the most effective ways to deliver your brand in a dynamic way. When done correctly, they're difficult to ignore. They're refreshing and powerfully impactful. In an age of pervasive virtual communication, face-to-face interaction is pure gold.

Whether you are planning to share your message at trade shows, festivals, fairs, open pop-up shops or deploy street teams, you'll want to plan and execute with precision. Of course, like any road trip, an experiential marketing tour is susceptible to pitfalls, so we've assembled a short list of strategies to **keep in mind before you hit the road.**

LET'S GET STARTED

1 Map it out -

Plan your route strategically. Consider physical locations, commute times, fuel and when you'll get **peak exposure** at **key destinations.**

A little planning can pay off big time in transportation costs and time. Decide how many people will be on the road, and for how long. Some tours deploy a single team for months at a time while others deploy 10+ teams simultaneously for just a few weeks.



2 Consider your ride -

Some experiential marketing tours operate out of multiple 18-wheelers while some only need one sprinter van. **Match your vehicle to your needs** based on space, functionality, brand message and budget. The options are endless.

Have your staff keep their ears to the ground at all times so they know where to find your target audience, even at events that aren't publicly promoted.

3 Stay flexible -

Even the best-laid plans shouldn't be set in stone. Take advantage of unforeseen events like pop-up festivals and be prepared to adapt if something isn't working.

TRIP GOALS

Hello Joe!

5 Document your success -

Before you hit the road, establish a clear list of goals and objectives. Measure and record your metrics each day. Compile long-term data so you can spot trends and opportunities to improve.

4 Make some friends -

Create brand advocates by allowing consumers to interact with your brand on their own terms. What sells your brand? Is it touching? Tasting? Smelling? Feeling? Make it sensory to make it impactful.

Consider building out a demonstration area designed to showcase your specific product and features. This might take the form of a sampling station, an interactive kiosk or personal consultation.

Develop a strategy that aligns with your goals. Select channels that resonate with your audience. Are they on Facebook? Twitter? Instagram? Are they radio listeners? Find out in advance and target accordingly. A good campaign will entice your followers to check you out in person.

6 Share your journey -

Find a unique way to broadcast the action on your tour. Before you know it, you'll have people begging you to make a stop in their city.

7 Be prepared -

An experiential marketing tour lives and dies by permits and venue fees, and it's critical that you: **a) obtain the necessary paperwork**

You may need a multitude of permits for one location, including documentation from the city, special committees, fire department, police departments, neighborhood groups and more. It all depends on the area and what you plan to do.

to prove that you have the permits required and **b) keep that paperwork handy!**

Research before you hit the road.

8 Bring your best travel pals -

Sometimes it makes sense to have your staff travel to each stop; sometimes it is better to hire locally. Weigh the pros and cons based on budget, training requirements and time.



Make it a win-win situation by offering amenities that are attached to your brand message. Elements such as water bottles, fans and bags are a big hit. Capitalize on the opportunity by investing in branded items that will help you spread your message.

9 Keep it fresh -

Ensure your footprint never gets boring with energizing touch points: consider upbeat music, device charging, Wi-Fi, refreshments, photo ops or even a free massage.

Thinking about hitting the road? We know what you need. Visit: BIWORLDWIDE.com or email info@BIWORLDWIDE.com.

