

MARKETING TIP

Extra Mile Marketing | Best Practice

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BUILDING BRAND LOYALTY: DIGITAL MARKETING OR LIVE EVENTS?

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Since 2000, advancements in technology have transformed the way businesses go to market. With the rise of websites like WordPress, LinkedIn and Facebook, digital marketing has been a disrupter to traditional marketing tactics. And with this, we saw social media as a marketing tactic come to life.

Despite these trends toward digital marketing, one approach remains strong: marketers refer to live events and in-person experiences as one of their **top 5 content marketing strategies and most effective tactic**. In fact, **87%** of consumers said they purchased a brand's product or service after an event ([Event Farm](#)).



Further, **74%** of event attendees say that they have a more positive opinion about a company, brand or service being promoted after an event ([Instapage](#)). Industry experts agree that events generate **qualified leads and long-term revenue**.

Ways Event Marketing Can Impact Your Business

Create a Trusted Brand:

With increasingly fierce competition in almost every industry, differentiating yourself is crucial. One of the biggest benefits to participating in, or hosting, an event is that you can share your story and create a memorable experience that showcases the look, feel and personality of your brand. Prospects leave with a better understanding of the services and products you offer, laying the groundwork for transforming prospects into customers.

Educate Prospects:

There's nothing quite like experiencing something first-hand. 65% of consumers said that live events helped them have a better understanding of a product or service, vastly surpassing digital efforts as a method of

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recognizing and learning about a brand ([Event Farm](#)). In addition to offering education about your product or service, in-person events provide an opportunity to have your prospects interact with current customers. Including speakers or panelists from outside your company, and having them share their success story, helps others to visualize how your product or service will help achieve their goals.

Humanize Your Company:

No matter what industry we are all in, we're all in the people business. Success is found when you take the time to get know your customers. In-person events help create a more authentic connection by creating an environment for open dialog with prospects. By inviting prospects and customers to a unique and memorable experience, your guests are more likely to have an emotional tie to your brand and will be more inclined to share their experience with others. All in all, nothing beats the power of a truly genuine, face-to-face connection.

Gather Market Data:

In-person events are a powerful way to engage with your target audience and gain a more in-depth understanding of their pain points and decision-making processes. Collecting this information allows your team to strategize on how to best communicate with prospects in future touchpoints and nurture leads accordingly.



Nothing can replace meeting customers and prospects face-to-face. In-person events continue to be a powerful way to move beyond a digital presence and build stronger customer relationships. By creating a space for people to connect directly with your product or service, you can build a loyal following and create more brand awareness.

Ready to get started planning your next event? Give EMM a call and we'll help you with an Event Planning Guide.

To learn more, drop us a note: Jessica@emminc.com

