



# Consumer Connections

## The One That Got Away

### TWO FEET IN THE SAND

is the place for experiential marketing solutions. Through our consulting and strategic advisory services, we help clients connect one-on-one with consumers to build brand loyalty by designing innovative and cost-effective programming, ensuring flawless execution, and driving success.

### E4 CONSUMER CONNECTION STRATEGY

shows you how to connect with your customers while delivering a consistent message tied to the brands overall strategic positioning, integrated into the total marketing plan.

### CONTACT US FOR FURTHER INFORMATION

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We've all heard "fish stories" about the "one that got away," but have you ever compared the sport of fishing to your experiential marketing efforts? If you think about it, there are a lot of similarities. Anglers want to "connect" with their catch, and so do marketers. When planning a fishing outing, anglers develop a strategy based on data (weather, tides), find the right spot for the fish they want to catch, choose the right tackle, gear, and bait, select the right technique and patiently wait for the fish to strike ... all in anticipation of reeling in their catch. Sound eerily familiar? But what do they talk about most? Not the one they caught, but the "one that got away." It's time for experiential marketers to make the most of their "catch", and to not let one get away.

Experiential Marketing has evolved over the years. It's now the best way to directly reach targeted customers face-to-face with your brands message. The new age of Experiential Marketing came to light in the early 1990's as brands recognized the value of event marketing, and began directing marketing dollars to this new initiative. Out of the gate it was all about creating a **presence** at events. Then generating **awareness** became the buzzword of the day. Next, the number of **impressions** helped to calculate ROI, and the inclusion of **interactive** experiences was what every

brand strived for. Most recently the focus is on creating **connections**.

However, TWO FEET IN THE SAND would suggest that while face-to-face connection is an anglers end goal with his catch, the next evolution in event marketing is **embrace-ment**. Embrace your customers by using the special event experience as a portal to collect relevant data to include in a Customer Relationship Management (CRM) program.

#### E4 Tips for Successful Consumer Connections

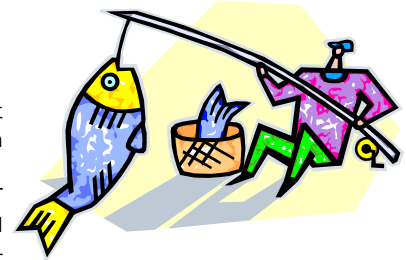
**ENTICE** with brand strategy and experience design

**EXCITE** with a detailed plan and flawless execution

**ENGAGE** with interactivity and a sensory experience

**EMBRACE** by collecting feedback and initiating a long-term relationship

Traditional marketing media such as television, radio, out-of-home, and print advertising generate a high level of impressions, and a low level of connection in a **one-way** customer experience. Experiential Marketing combined with the internet and the use of e-mail, brand websites and social networking enables brands to create a **two-way** relationship with a high level of connection. Customers are able to personalize their



interaction with a brand at the level they personally desire. Recently, mobile marketing has taken this one step further in the digital world with the use of text messaging and short codes as part of the marketing plan.

Experiential Marketing has historically focused on the event as a short term connection, not fully realizing the value of embracing customers for the long term.

So think about all of the "ones that got away." If your experiential marketing program does not include a component to develop an on-going relationship with your customers, you are not maximizing your potential ROI. Leverage the opportunity to create lifelong brand advocates with an on-going customer dialogue - before your competitor tries to do the same. Realize the value each customer can add to your bottom line during their lifetime if your Experiential Marketing has been successful by enticing, exciting, engaging, and embracing your customers for the long-term.

**Contact TWO FEET IN THE SAND to maximize the value of your marketing spend by reeling in and embracing your catch so none of them get away!**