

EXPERIENTIAL MARKETING AND USAGE IN SOCIAL MEDIA MARKETING**Dr Deepti Lele**Associate Professor, Suryadatta Group of Institutes, Pune, deptycyber@gmail.com**Dr Mrinalini Lad**Assistant Professor, AISSMS Institute of Management, Pune
mrunalinilad11@gmail.com**Abstract**

The potential of social media as a channel via which businesses can communicate with their ideal customers is becoming increasingly obvious to an increasing number of companies. As a marketing business, we assist these organisations by building and implementing social media strategies that engage both new and existing customers. These tactics are designed to attract new customers. One of the many jobs that we take on is the production of a campaign that is successful in terms of the social media experience. This page contains all of the information that you could possibly require, including the definition, relevance, and application of the topic at hand.

Keywords: Experiential marketing, social media marketing, social media experience campaign.

1. Introduction

Experiential marketers are in charge of coming up with and carrying out plans for real-world, hands-on promotions for companies and other groups.

Here is a list of the most important tasks that an experienced marketer, who may also be a brand manager, event planner, or brand ambassador, should be able to do: Making and keeping up a brand's identity and message.

Make new experiential marketing programmes that will make your brand more visible, get customers involved, and improve how the public thinks of your company as a whole.

Before deciding which experiential, marketing strategies[1] would work best with a certain group of people, one needs to do the necessary market research to get a clear picture of what that group likes.

Businesses can connect with the people they want to reach more easily if they use live, interactive events or campaigns. This could be good for both sides.

If you are in charge of event management, you will be in charge of running events and making sure all the logistics are taken care of.

Keep track of the results of your experiential marketing efforts and make sure to share them with the brand, creative, digital, social, and PR teams you are working with.

It's likely that the event manager will have to go to the event as needed to help with sales, make sure that vendor contracts are followed and carried out, and make sure that the event goes well overall.

1. Campaign for Experience-Based Marketing

When you use social media for experiential marketing, your objective should be to forge a connection between your company and its target audience by means of the telling of an interesting[2] story. We offer the following key methods for the execution of a successful social media experience marketing campaign in addition to having picture booths at your event:

2.1. Make sure that your event and the content you share are relevant to the people you want to attend.

Even if it is necessary to produce events that people will remember, it is much more crucial to make sure that such events have some sort of significance for the audience. In order to commemorate the launch of their newest collection, Vans held celebratory pop-up events at skate parks in key cities all over the United States. The company was aware that their shoe line was a preferred option for a significant number of skateboarders, and as a result, they organised an event that was tailored to meet their requirements.

2.2 Keep Your Attention Centered on the Message You Wish to Send

Build the event around the message you want to get through to the attendees. Lean Cuisine has perfected the art of experience marketing to an extent that no one else has. Their purpose in utilising the Weigh was to Because the goal of this campaign[3] was to encourage women to reflect on and appreciate everything that they have accomplished, the organisers came up with an innovative and efficient activation to bring attention to the message conveyed by the hashtag.

2.3 Make the Event Fun

Keep in mind that even if you are giving careful thought to the message that you wish to convey, the reason that your audience is there is so that they can enjoy themselves. This is true even if you are giving careful consideration to the message that you wish to convey. persuading guests of a fun event to perform specified behaviours in accordance with your goals by offering them the opportunity to have fun while doing so. At 2009, Volkswagen transformed a stairwell in a New York City subway station into a gigantic piano as part of an advertising campaign. The ascent up the stairs, which had been transformed into the form of a piano, was accompanied by the distinct tinkling of individual piano keys. A direct result of this was that there was a 66% increase in the number of persons who opted to take the stairs instead of the escalator.

2.4 Create some buzz and anticipation in the days leading up to the event.

Add some suspense to your event or content if you want people to remember it. Suspense is a great way to remember something. Content and events that are creative and different are more likely to catch the attention of people who are not in their target audience.

More than eight million people watched it as it was happening, making it the most-watched live stream event in the history of the internet.

2.5. Partner with Others When Possible

Create a single client event that both of you can participate in to advertise your respective goods and services. By taking part in such an event, not only would the participants have the opportunity to learn more about both of your companies, but they would also have the option to communicate directly with you. In order to draw attention to its newest photo app, Google stationed a cupcake truck in the Texas city of Austin. In exchange for taking pictures with the app throughout the celebration, guests would receive a complimentary cupcake if they

participated. In an act of revenge, Zappos parked a shoebox on wheels next to the Google cupcake truck and advertised a deal in which customers could buy a cupcake in return for either a new pair of shoes or a timepiece.

2.6 At the occasion, you should honour the customers who have been with you the longest.

Giving away your products or services on a holiday is the best way to thank customers who have bought from you in the past, because there is no other way to show appreciation that is quite as good. Build-a-Bear has used pop-up clinics in their stores to spread the word about the Doc McStuffins brand in the UK. Because of this, there was a chance to improve the overall experience the brand gives its customers and spread this message online.

2. Related work

It has been asserted that the continual connection that millennials maintain with their smartphones through the use of social media serves as the generation's cultural linchpin. According to this line of thinking, if something does not make its way onto the internet, then it probably did not take place. Why are so many advertisers changing their focus there? One possible explanation is that the potential for a good return on investment presented by social media and influencers is driving this shift. Nevertheless, due to the wide range of ages represented among its users, social media platforms are appealing to consumers of all ages.

Think about the ways in which some of the most famous people in the world have used social media and their fan base to manage their ascent to the top of their fields and achieve their goals. An increase in the number of followers is exactly proportional to an increase in the amount of participation. Greater levels of involvement result in bigger audience sizes. More of each of these factors signifies a higher level of brand awareness or an increased number of people who are exposed to advertising. The question that has to be answered now is how this relates to the practise of experiential marketing. It is essential to effectively integrate social media into the design of an experience marketing campaign if one wishes to extend the campaign's reach and raise the campaign's profile. Before, during, and after the event are the three most important phases of a social media campaign that are connected to an experiential marketing event. You need to give careful consideration to each of these phases. You can be sure that your company will receive the kind of exposure that it merits if you put in the effort to carefully consider the target audience for your promotion, the format of the event you intend to host, and the social media channels that will provide the best results. Any business may become an expert in the generation of social media-friendly brand activations that increase event attendance, provoke feelings of regret for missing out (FOMO), and maintain momentum long after an event has come to an end. Let's put our heads together on your next experiential marketing event to make sure that your company gets a lot of attention for its efforts.

Johan Bollen et al. [4] Behavioral economics is the study of how people make decisions and act. It says that people's feelings can have a big effect on their decisions and actions. Is it possible that this also applies to society as a whole? Is it possible that a society's emotional state could affect how well the society as a whole makes decisions? Are there any links between economic data and the way most people feel, or is this even possible? In this article, we look into the possibility of a long-term link between the DJIA (Dow Jones Industrial Average) and

metrics that measure the mood of a large group of people based on what they say on Twitter. In particular, we try to find out if there is a link between the two.

T. Tuten et al [5] Businesses have hastened to join customers on social media platforms as the popularity of these platforms has grown. Because companies see social media as a way to reach consumers in a media landscape that is otherwise cluttered and fragmented, they have begun incorporating social media into their customer service, marketing, product development, research, lead generation, and recruitment efforts. This is because companies see social media as a way to use social media as a way to reach consumers in a media landscape.

L.V. Casalo et al [6] Both trust and utility have been found to have an effect on customer satisfaction, with trust in the community that is offering the advice having a direct bearing on the usefulness of the information. Last but not least, the impacts of the antecedents of the desire to follow the advice gained in a travel community are moderated by a particular personal quality, specifically the consumer's vulnerability to interpersonal influence. This is the case because the consumer's vulnerability to interpersonal influence is a specific personal quality. There has been a lot of discussion over the applications that these findings might have in the real world.

Dwivedi, Yogesh K., et al. [7] This study adds something important and useful to the field by pointing out the problems with previous studies, pointing out the gaps in the literature, and suggesting new lines of inquiry that can help us learn more about digital and social marketing. All of these things have been done in research before, but never to this extent.

Appel, G., et al [8] The free communication that is encouraged by social media platforms also creates countless opportunities for interaction for businesses that are looking to build relationships with the audiences they are trying to reach. In this article, the writers present their forecasts for the future of social media in terms of marketing themes and issues. These forecasts are made while taking in mind the numerous ways in which social media can influence both individuals and organisations. The writers conduct an examination of previously published studies, conduct in-depth interviews with industry professionals, and review public debate to come up with a list of nine subjects that they feel will have a big impact on the future of social media. The sequence of these topics is from the earliest occurrence to the most recent one (i.e., the immediate, near, and far futures). Within the context of each topic, the authors present a summary of the current condition of the digital ecosystem, make predictions, and offer proposals for where academics and practitioners should go next in terms of research.

3. OBJECTIVES OF THE STUDY

This study's primary objective is to highlight the importance of incorporating social media platforms into communication strategies while organizing marketing for events.

- The purpose of this research is to investigate the ways in which social media can be utilized to enhance the process of e-marketing from beginning to end (including planning, marketing, production, sales, and promotion).
- The purpose of the study will be to explore how businesses may take advantage of the growing popularity of social media by utilizing these platforms to publicize future events. This will be

the internal goal of the study.

- The overarching purpose of this research is to investigate the possible economic value that can be derived from the influence that social media has over prospective purchasers.

4. Methodology

Combining a one-of-a-kind live experience with various digital components is what digital experiential marketing does in order to promote a business and elicit favourable[9] connections among customers (often social media). Let's have a look at four of the most important reasons why this method of advertising is so successful:

1. Extended Event Life

Not just before, but also during, and even after the event itself has taken place, social media can be utilised to disseminate information about it.

The continued interest in your brand[10] will not only help spread the word about your event, but it will also lead to an increase in the number of people that attend the function. This ever-present link may involve a variety of factors, including but not limited to individuals, locations, and things.

Pictures from the event were passed around.

Re-publishing on a public forum comment made by users about your event

Interacting with the social media[11] personnel of the organisation by responding to posts and sending direct messages

If you want to get the most value out of the money you spend on your event, you should try to stretch it out as much as you can (ROI).

2. Decreased cost-per-touch

People can be encouraged to talk about your brand on the internet through the use of social media, which can act as a form of digital word-of-mouth. Your company can benefit[12] greatly from publicity in the form of positive word-of-mouth from delighted customers.

Research indicates that eighty percent of consumers go to social media before deciding on a significant purchase, therefore this possesses a tremendous amount of value in the context of social media.

Ninety-two percent of customers think that they are more likely to believe what their loved ones and friends have to say about[13] a product than they are to believe what the manufacturer has to say about its wares.

People will be more than happy to talk about your company online if you use digital experiential marketing because your event won't have the feel of a commercial and they will be able to participate in the conversation.

3. Heightened Brand Awareness

If you weren't already aware of it, social media is an excellent tool for expanding the recognition of a company. The usage of social media as a venue for these kinds of marketing initiatives is highly recommended due to the fact that digital and experiential marketing efforts place the focus on your brand.

Wendy's and their Twitter "roasts" are just one example of how many large companies have found success by leveraging social media in innovative and creative ways[14], which has led

to an increase in the brand's recognition. This success has led to an increased demand for the brand's products and services.

When applied to the context of an experience event, creative connection with users before, during, and after your event may be achieved through the usage of social media[15]. Your brand will appear in the newsfeeds of a greater number of individuals for a longer amount of time as a result of all of this activity, which will result in a rise in those people's total brand awareness.

4. Increased event ROI

If your company can both lengthen the time it takes for events to occur and decrease its cost-per-touch, it will see a greater[16] return on investment (ROI). These augmented profits add to the myriad advantages your business can get from a well-executed digital experience marketing campaign.

5. To avoid in your campaign

Experiential marketing has the potential to be both a gold mine and a land mine, depending on how it is executed. Experiential marketing that is executed effectively has the potential to be a gold mine. Many companies choose not to test the waters with this well-liked method that requires significant participation from customers because they are afraid of a spectacular failure if they do not commit sufficient time[17] and resources to research and planning. This fear causes them to avoid testing the waters with this method. A knowledgeable person's words are paraphrased and included in the printed version of this article. They are as follows: "When it comes to experiential marketing, one of the most common mistakes that may be made is making the experience overly sales-focused, which is one of the most common faults. Attendees do not want to give the impression[18] that they are participating in a sales presentation at any point throughout the event, thus they will avoid doing anything that would give that impression[19]. If you make too much of an effort to sell something[20][21][22][23] to them, they will either lose interest in what you have to offer or, what's even worse, they will share their negative experience with others. If you make too much of an effort to sell something to them, they will lose interest in what you have to offer."

6. Conclusion

With the help of social media experiential marketing, your company's brand can make a deeper connection with potential customers. This can lead to more sales, more customer engagement, and brand loyalty. Even with COVID-19, the Experience Marketing and Usage in Social Media Marketing Team may be able to help you reach your digital marketing goals by using experiential marketing. Set up a meeting if you want to use what you've learned through social media to help promote your business.

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