

Published based on [How You Can Use Experiential Marketing For Good](#)

# **How You Can Use Experiential Marketing For Good**

The aim of [experiential](#) marketing is to connect with the consumer on many different levels. This strategy will not only appeal to their immediate visual or auditory reaction to your campaign, but also to their senses and logic. This means that it focuses on the full consumer response rather than on the actual product response.

In traditional marketing campaigns the purpose was to sell the features and benefits of the item that was being marketed. When using experiential campaigns, you want to involve the customer and get a reaction that makes them feel emotions about the product. You also want them to become not only loyal to the brand, but to your company.

Marketers have to put themselves in the customer's position. You have to consider what they are going through when they view your marketing campaigns. Think about what they would be feeling, what their immediate initial response would be.

You have to aim to induce as many emotional feelings as possible when you use the different media options available to you. The first thing is to have media that will attract people visually. It also then has to make the customer think about how they can live with your product.

The requirement is to capture and retain their attention. The media has to be effective enough to hold that attention long enough for them to start feeling intense emotions. The campaign should be able to invoke this reaction every time the customer views whatever form of advertising media you utilize.

Remember that the point of [experiential](#) marketing is to envelop the entire being of the consumer. This will invoke such strong emotional reactions that they will feel that they have to immediately obtain your product. This strong response will also make them come back for more of your product.

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