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[Experiential marketing](#) is intended to bring customers into the inner circle of your products and services. They should come away from the experience with an expanded view on your products, services, branding, and business name, making it far more likely that they would make a purchase. A number of different experiential marketing techniques are available and therefore it is a good idea to try a few different ones to find out what works for you and your company.

One of them would be to go on the road and to bring your services and products directly into the face of the public. By engaging directly with the public you can give them a far more enjoyable and interactive experience. Ask questions and get feedback on the products and services you are offering.

Invite potential customers to a home party. Try to keep the invite list down to 20 people or below in order to maintain the intimate and friendly atmosphere that you are trying to go for. These parties will give potential customers the opportunity to experience certain products that they may not be able to try out in stores.

Sampling should be adopted as well. With sampling you will send out specific samples of different products, coupons, guest tickets, and all sorts of other things to potential customers and clients. Ideally, if the customer enjoys the product they will make a purchase. In addition, if the product does do well on the market then all losses will be recouped several times over.

Consider new direct mail. Unlike regular direct mail that will simply list the name of the customer at the top of the letter, new direct mail will take this step further. By conducting more intensive research into potential customers the mail is far more personal, making the customer more likely to engage with it.

At the end of the day, using a few different [Experiential marketing](#) methods is probably the best way to find something suitable for your company.

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