

## EXPERIENTIAL MARKETING: A CONCEPTUAL STUDY

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### ABSTRACT

Experiential marketing is a powerful marketing tool which should be considered as part of any integrated marketing campaign. Ensure your events are well run, well targeted and integrated with other marketing campaigns for best results. Do it well and you'll create brand advocates who they will further spread your brand messages through word of mouth advertising, and become a loyal customer for life. Experiential marketing is a form of advertising that focuses primarily on helping consumers experience a brand. While traditional advertising (radio, print, television) verbally and visually communicates the brand and product benefits, experiential marketing tries to immerse the consumers within the product by engaging as many other human senses as possible. In this way, experiential marketing can encompass a variety of other marketing strategies from individual sampling to large-scale guerrilla marketing. In the end, the goal of experiential marketing is to form a memorable and emotional connection between the consumer and the brand so that it may generate customer loyalty and influence purchase decision.

**KEY WORDS:** Experiential marketing, marketing strategies.

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