

# Class 14: Experiential Contact

INTEGRATED MARKETING COMMUNICATIONS

# IMC



# ***Content***

- What are experiential contacts
- Event Marketing
- Types of Events
- Customer Service
- Ads & Dis ads


## *Functional Areas of IMC*



**Create memorable experiences  
& involve customers through...**

 **Events**

 **Sponsorships**

 **Customer  
Service**





event marketing usage:

- engages consumers with a hands-on experience
- a way to reach hard-to-reach target audience
- increases brand awareness
- provides a platform for brand publicity

**event marketing:**  
a promotional  
occasion designed  
to attract and  
involve a brand's  
target audience

created

participation

Sponsorship

# *Created events*



**E**ngage

**E**ducate

**E**ntertain

- Companies create events to leverage the promotional aspects:
  - Celebration, concerts, competitions, and other types of happening or brand-created events.

# Participated Events Trade Show & Other

- An event which customers in a particular industry gather to attend
- Opportunity to visit supplier and vendor
  - trade show, fair, exhibit



# Sponsorship

**The** financial support of an organization, person, or activity in exchange for brand publicity and association

- ONE of the main way that brand can develop “association.”
- The challenge is to find the association that reinforce the desired brand.
- Consistency is the key



# ***How to select sponsorships?***

- target audience
- brand image reinforcement
- extendability
- brand involvement
- cost-effectiveness
- other sponsors



# *Customer Service*



The process of managing customers' interactive experiences with a brand...

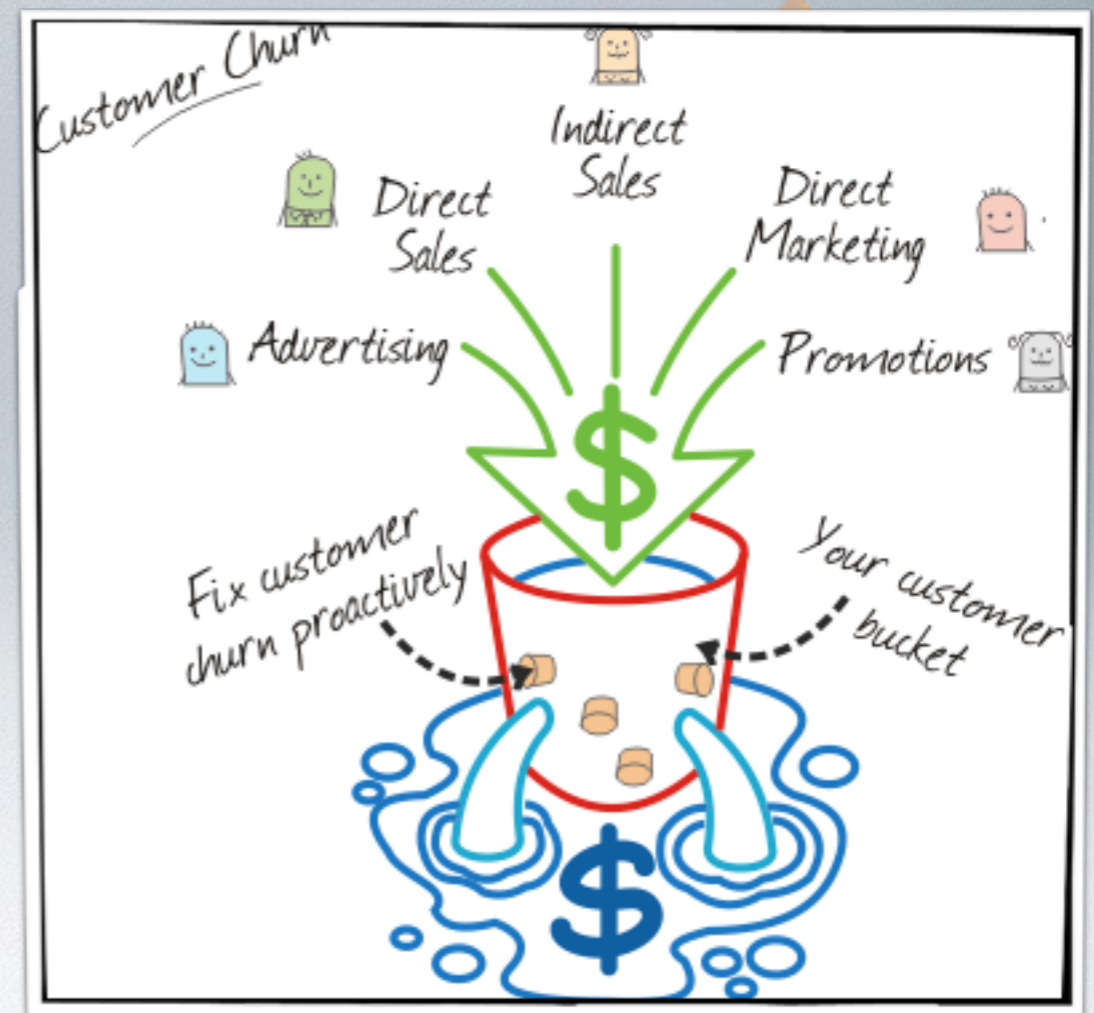
Includes everything a company does to take care of customer needs when they buy and use a brand

# ***Why is Customer Service important?***



What happens when you displease your customers?

- loss of customer lifetime transaction
- negative word-of-mouth



**Customer Retention Model**



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# ***5 Customer Service Strategies***

**Accessibility**

**Product Knowledge**

**Attitude**

**Responsiveness**

**Feedback**

