

# Event Marketing Marketing Strategy in Increasing Brand Awareness

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ARTICLE INFO	ABSTRACT
<p>Keywords: Marketing Strategy, Event Marketing, Brand Awareness</p> <hr/> <p>Email : <a href="mailto:popo_suryana@unpas.ac.id">popo_suryana@unpas.ac.id</a></p>	<p>Brand awareness is a key element in the successful marketing of a product or service. Event marketing is considered a potential method to achieve these goals, involving consumers directly through experiences and interactions. This research aims to explore and analyze marketing strategies through event marketing as an effort to increase brand awareness. This research uses a qualitative approach with descriptive methods. The results of research on event marketing strategies with a focus on increasing brand awareness show that a holistic and sustainable approach provides a significant positive impact. By choosing the right type of event, creating a memorable experience, and utilizing social media effectively before, during, and post-event, companies can achieve their marketing goals. The research results also highlight the importance of providing quality merchandise and attractive prizes to participants as a form of appreciation, as well as maintaining active communication to strengthen ties with them. With this strategy, research shows that companies can build strong brand awareness, expand their customer base, and build sustainable relationships with consumers.</p> <p>Copyright © 2022 Jurnal JEAMI .All rights reserved is Licensed under a Creative Commons Attribution- NonCommercial 4.0 International License (CC BY-NC 4.0)</p>

## INTRODUCTION

Technology and the internet have changed the way people interact with the world, opening the door to easy access to information, communication without regional boundaries, and allowing the formation of rapidly growing online businesses (Malecki & Moriset, 2007). The use of the internet in the business sector is not only limited to marketing products or services, but also involves electronic transactions which enable consumers to make purchases easily and efficiently (Butler & Peppard, 1998). Online businesses, or often called online shops, have become the main choice for many entrepreneurs who want to take advantage of the global market without being limited by geographical boundaries (Pires et al., 2006).

In facing the dynamic development of online business, entrepreneurs need to constantly adapt to changing trends and consumer needs (Boccardelli & Manusson, 2006). Providing responsive customer service, developing user-friendly platforms, and measurable marketing strategies are critical factors in maintaining the competitiveness of online businesses in an ever-growing market (Zhou & Li, 2010). The success of an online business depends not only on the quality of the products or services offered, but also on the entrepreneur's ability to manage technical, marketing and customer service aspects holistically in the digital realm (Chikweche & Bressan, 2021).

The presence of this new business creates intense competition to win the market, which has an impact on sales. In this context, companies are required to continue to increase their competitiveness in the marketing sector (Augusto & Coelho, 2009). An

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effective marketing strategy is the main key in winning the fierce competition. Companies need to deeply understand consumer needs and preferences, and closely follow market trends (Kim & Mauborgne, 2014).

Facing increasingly intense competition, companies must implement various appropriate marketing strategies (Khanna dkk, 2015). This can include using technology to increase brand visibility online, leveraging social media as an effective communications platform, and providing added value to consumers through engaging promotions (Gichuru, 2010). A good understanding of the target audience is the basis for designing relevant and successful marketing campaigns.

Apart from that, innovation in marketing strategies also needs to be implemented. The use of data-based marketing methods, personalization of consumer experiences, and creativity in campaign development are important aspects in increasing competitiveness (Lee & Lee, 2020). By adopting a holistic and adaptive approach, companies can create competitive advantages that differentiate them from competitors (Zhou et al., 2009). Therefore, in the face of intense competition, companies need to continuously update and adapt their marketing strategies to remain key players in the ever-changing market (Taneja et al., 2016).

Apart from online marketing which is the main foundation in the digital business world, event marketing is an additional strategy that has great potential to attract potential customers and open unreached markets through online platforms (Kingsnorth, 2022). In this context, event marketing becomes an extraordinary force capable of creating strong brand awareness in the minds of consumers (Gupta, 2003). As mentioned by Hoyle (2016), event marketing has extraordinary appeal and is able to form fanaticism towards a product. The uniqueness of event marketing lies in its ability to create direct and interactive experiences between brands and consumers.

When an event is carried out seriously, event marketing can be a very effective tool for marketers in strengthening brand awareness of a product in the eyes of consumers (Martensen et al., 2007). Consumers' direct participation in events creates a deep impression, allowing them to feel and experience the product in real life. With this attraction, consumers tend to form emotional bonds with brands, create fanaticism, and have the potential to become loyal brand ambassadors (wood, 2009). Therefore, event marketing is not only a promotional tool, but also a strategic investment in building long-term relationships with customers and expanding untapped potential markets through online marketing efforts (Wohlfeil & Whelan, 2005).

For novice entrepreneurs, utilizing event marketing can be a smart step to introduce their brand to a wider target market. Event marketing provides the opportunity for them to interact directly with potential consumers, create unforgettable experiences, and build strong personal relationships (Nufer, 2016). By physically presenting their brand at an event, entrepreneurs can attract attention and form a deep positive impression on potential customers. This step not only increases brand awareness, but also opens up opportunities to build long-term consumer loyalty (Rinallo, 2019).

This research aims to identify and analyze marketing strategies through event marketing as a concrete effort to increase brand awareness of a product or service. The main objective is to provide an in-depth understanding of the effectiveness of marketing

strategies through event activities in forming brand awareness among consumers. The benefits of this research involve contributing to the development of smarter and more measurable marketing strategies, as well as providing guidance for practitioners and entrepreneurs in utilizing event marketing as a powerful tool to strengthen brand image and expand potential market share.

## METHOD

The method used in this research is qualitative with a descriptive approach. Yulianah (2022) states that qualitative research can be considered a naturalistic method because it is carried out in natural conditions or natural settings. A qualitative approach was chosen because the data collected and the analysis is more in-depth and descriptive. This decision was based on the understanding that this research aims to explore information and facts directly from informants in a real context. The qualitative approach allows researchers to collect data in the form of facts expressed by informants according to their perspective and language. Thus, research provides wide freedom to informants, ensuring that all the information they convey can be revealed comprehensively and holistically. This approach provides space to understand a deeper and deeper context regarding event marketing strategies in increasing brand awareness.

## RESULTS AND DISCUSSION

Event marketing has proven itself to be a very effective marketing strategy in increasing brand awareness for companies. By presenting the brand directly to the audience, event marketing is able to create an immersive and personal experience. Direct interaction with consumers allows them to experience and actively engage with the product or service, forming a strong emotional bond. Through participation in events, companies can build a positive image and communicate brand values directly to the audience. Following are several strategies for optimizing event marketing.

### **Select the right Event type**

The first strategy in optimizing event marketing is choosing the right type of event. Choosing the type of event is a crucial step because it will influence the extent to which the event can achieve the desired marketing objectives. First, it is necessary to understand the characteristics and preferences of the target audience. Are they more responsive to seminars, conferences, exhibitions or social events? Understanding audience demographics and interests helps in determining the types of events that will be most relevant and interesting to them.

Next, it is important to consider the company's goals in holding the event. Is the focus on increasing sales, expanding brand reach, or strengthening relationships with existing customers? The choice of event type must be in line with these goals. For example, new product launches may be better suited to exhibitions or exclusive events, while social activities may be an option to build community engagement and positive relationships with the brand.

Finally, an evaluation of the budget and available resources needs to be taken into consideration. Some types of events may require a larger investment, while others can have

a significant impact at a more affordable cost. Understanding a company's strengths and limitations in this regard helps in selecting the type of event that suits its capacity and overall marketing strategy. By considering all these factors, selecting the right type of event can be a strong first step in optimizing your event marketing strategy.

#### **Make it a memorable experience**

The second strategy in optimizing event marketing is to create a memorable experience for event participants. Exceptional experiences can increase the effectiveness of event marketing, strengthen the relationship between brands and consumers, and ensure that attendees leave the event with a long-lasting positive impression. First of all, it is important to design the event with attention to detail and creativity. Starting from the room layout, booth design, to interactive activities, everything must be designed by thinking about how to create unforgettable moments. Choosing an interesting and brand-relevant theme can also increase the attraction of participants.

Furthermore, personal interactions between brands and attendees are key to creating memorable experiences. Engaging the audience through question and answer sessions, product demonstrations, or involvement in interactive activities can provide a more immersive experience. The use of technology such as augmented reality or virtual reality can also add a new dimension to the participant experience. Lastly, giving prizes or freebies as a form of appreciation to participants can also increase a positive impression. This not only increases attendee satisfaction but can also create a positive buzz after the event ends. By designing events with creativity, involving participants personally, and providing a personal touch through prizes or freebies, companies can create a memorable experience and leave a positive impression in the minds of participants. This will contribute to the formation of strong relationships between brands and consumers, as well as increasing the overall effectiveness of event marketing strategies.

#### **Take advantage of social media**

In the ever-growing digital era, utilizing social media as the main tool for promoting events is a very effective strategy. Interesting posts with relevant content can create enthusiasm and interest among potential audiences. Therefore, companies can design posts that include event highlights, such as key speakers, interesting agendas, or interactive activities that will be held. By creating engaging content, companies can build expectations and interest in potential participants from the start.

Using the right hashtags can also have a big impact on the visibility and reach of an event on social media platforms. Unique and memorable hashtags can be used in every event-related post, making it easier for users to find and engage in online conversations around the event. That way, companies can create positive buzz and increase audience participation in events.

In addition, inviting influencers or well-known figures in the industry is an effective strategy to increase event exposure. Influencers have a wide reach on social media and can help create greater awareness. Through special invitations and collaborations, they can share their experiences with the event with their followers, provide positive testimonials, and motivate followers to take part. The presence of influencers can provide legitimacy and increase the attractiveness of events, creating a positive domino effect in promoting events via social media.

By combining engaging posts, effective use of hashtags, and influencer engagement, companies can maximize the potential of social media as a primary tool in promoting their events. This approach not only creates a strong presence online, but can also generate greater participation and increase the overall success of your event marketing strategy.

### **Create Pre-event Buzz**

Building expectations before the event is a key step in increasing attendee interest. Pre-event campaigns can be creatively designed to attract attention and create a positive buzz among the potential audience. One effective strategy is to announce special guests or keynote speakers who will attend the event. The use of social media, email and blogs are the main tools for disseminating this information. Firstly, the announcement of special guests can be used as a moment to look forward to. Exclusive posts on social media can reveal guests' identities, share snippets of their experiences, or provide insight into what they'll be bringing to the event. This content not only raises expectations but also builds curiosity among the audience, encouraging them to register and participate.

Furthermore, the use of email to send special invitations to potential participants can give the impression of exclusivity. Emails may contain exclusive teasers, special offers, or additional information not available elsewhere. Through email, companies can provide the latest updates on events and provide compelling reasons to attend. Utilizing blogs is also an effective means of distributing exclusive content before an event. Through blogs, companies can detail the topics or themes that will be discussed, provide background on special guests, or provide in-depth information about activities that will be carried out. Blogs can be a platform for building deeper connections with your audience and strengthening their desire to engage.

### **Give attractive merchandise and gifts**

Providing quality merchandise and attractive prizes to event attendees is a highly effective strategy for building a sense of appreciation and increasing brand recall. Giving merchandise such as bags, mugs or other everyday objects is not only a keepsake, but can also be an ongoing promotional channel. Attendees who receive high-quality merchandise will feel appreciated, and using the items in their daily lives will continue to remind them of the brand and positive experiences during the event.

In addition to merchandise, holding a raffle or competition as part of the event can also be a strong draw. Attractive prizes such as superior products, shopping vouchers, or exclusive experiences can increase participants' motivation to actively participate and interact during the event. Competitions or sweepstakes can be integrated with event content to provide a more exciting and entertaining experience. Apart from supporting a positive atmosphere, this also creates a buzz on social media as participants will share their experiences in winning prizes, indirectly expanding brand exposure. By providing useful and quality merchandise, as well as holding raffles or competitions with attractive prizes, companies can create strong emotional bonds with event participants. This strategy not only increases participants' sense of appreciation, but also ensures that the brand remains top of mind and has a lasting positive impact after the event is over.

### **Use post-event content**

Capitalizing on the momentum of an event after it ends is an important step in maximizing marketing impact. Creating engaging post-event content is an effective way to



continue promoting your brand. Event posts, photo galleries, or highlight videos can be produced to provide feedback to attendees and reinforce the positive experience they had. The use of social media, blogs, or newsletters is a very effective channel for spreading content after this event.

Through social media, companies can create posts that summarize the event's highlight moments, share testimonials from attendees, and express the overall success of the event. Photo galleries and video highlights can help revive the atmosphere and enthusiasm of an event, creating continued engagement with attendees and online audiences. Furthermore, using a blog as a forum for post-how content can provide space for deeper exploration. Reflective writing, interviews with speakers, or insights from participants can be interesting material for audiences who want to know more about the event and the value received.

No less important, inviting participants to actively participate in sharing their experiences via social media by including the event hashtag is a way to expand coverage and create buzz after the event ends. Having posts from participants not only increases brand visibility but also provides a unique and authentic perspective that can interest potential participants in the future. This strategy not only extends a brand's influence, but can also create a dedicated and engaged online community. By connecting attendees on an ongoing basis, companies can build stronger relationships and increase the long-term marketing impact of each event they host

#### **Maintain relationships with participants**

Maintaining existing relationships with event attendees via email and social media is a crucial step in strengthening bonds and building brand loyalty. Sending thank you notes to participants via email is an effective way to show appreciation for their participation. In this email, apart from saying thank you, the company can also convey a positive message about the event, perhaps by summarizing the best moments or testimonials received.

After that, you can use social media to communicate continuously by sharing the latest information about brands, products or services. Regular posts that provide insight, tips, or behind-the-scenes from company activities can maintain participant interest. Interaction through comments or private messages can also open up a more personal, two-way communication channel. Furthermore, inviting participants to get involved in future activities or events is a way to extend their involvement. Notifications via email or social media regarding upcoming events or activities exclusive to previous event attendees can increase their interest in continuing to engage. This can also be an opportunity to build a solid and dedicated community for the brand.

## **CONCLUSION**

An effective event marketing strategy includes not only pre-event preparation but also leveraging post-event momentum to maximize marketing impact. It is important to choose the right type of event, create a memorable experience during the event, and utilize social media as the main tool in promoting the brand before, during and after the event. Providing quality merchandise, great prizes and creative pre-event campaigns are effective ways to build attendee appreciation and strengthen relationships with them. Additionally, post-event, companies need to maintain active communication with attendees via email and

social media, providing the latest information, and inviting them to get involved in future activities. With a holistic and sustainable approach, companies can achieve marketing goals, expand brand reach, and build loyal and engaged communities.

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