

# IMPROVING ROI WITH BRAND ACTIVATION CAMPAIGNS

Experiential marketing hinges on delivering extraordinary experiences! It is a supporting pillar of sales function with lead generation and revenue acceleration at its strategic core.

So, what are the tactics to make it tick?

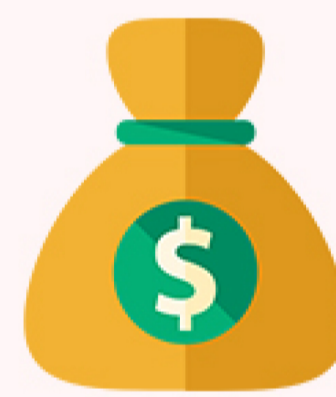


## Audience size matters

Number of registrations at the event provides critical insights in terms of audience demography. Note that **36%** of event marketers feels that increasing event registrations pose the biggest challenge.

## Substantiate the Budget

Based on the audience size and total campaign budget, allocating the right budget for every element of the campaign help fetch the best ROI. On an average, a CMO allocates **24%** of their total annual budget to live events.

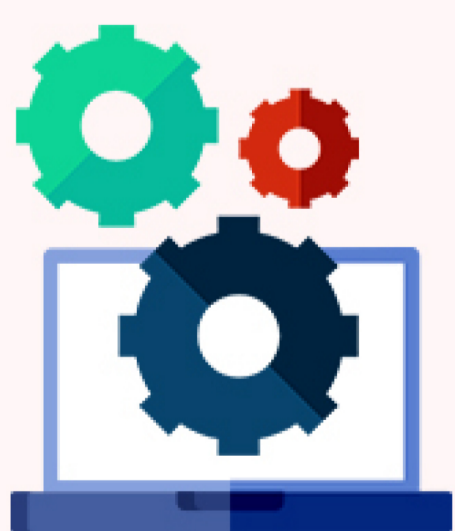


## Net the Net revenue

Net revenue not only helps identify the accurate income but also lays a roadmap for the future campaigns. No wonder that **35%** of marketers consider net revenue to gauge event success.

## Social media counters

Social media is the channel that runs across the globe and **82%** of marketers consider social media platforms to maximise their brand activation event campaigns



## Leverage Technology

Technology tools help in enhancing and measuring the event's ROI without any manual intervention as **86%** of event marketers believe that technology can have a major positive impact on event's success.