

TOP 10 BTL MARKETING & EVENT STRATEGIES TO GROW YOUR BRAND IN 2024



In today's competitive market, it's more important than ever to differentiate your brand and cut through the advertising clutter. Below-the-line (BTL) marketing offers a great way to do this by creating personalized experiences that connect you directly with your consumers.

73% of modern marketers believe that BTL marketing is more effective in a post-covid world

Global BTL Marketing Market to Reach \$1.3 Trillion by 2026



BEST BTL MARKETING STRATEGIES FOR 2024

MALL ACTIVATIONS
Engage shoppers with interactive activities, pop-up shops, and photo booths.

01

MYSTERY SHOPPING
Gain valuable feedback on your customer service and in-store experience.

03

MODERN TRADE ACTIVATIONS
Focus on promoting specific products or brands at large retailers.

05

ROAD SHOWS & CONTACT PROGRAMS
Connect with people in rural or remote areas, or target specific groups like businesses, corporations, or schools.

07

RWA ACTIVATIONS
Set up small shops and pop-up stores in residential societies to engage with buyers directly.

09

IN-SHOP MARKETING
Utilize displays, visual merchandising, samples, demos, and staff training to drive sales.

02

GENERAL TRADE ACTIVATIONS
Reach a wide audience of consumers through targeted activations at various retailers.

04

CORPORATE ACTIVATIONS
Build relationships with businesses and their employees through sponsorships, training programs, and networking events.

06

DOOR-TO-DOOR MARKETING
Build personal connections and provide sample offerings or distribute product catalogs.

08

EXPERIENTIAL EVENTS
Create memorable and engaging experiences for attendees to promote new products, generate leads, and foster customer loyalty.

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