

What's In a Mobile Marketing Tour?

When you think about Mobile Marketing, probably the first thing that pops into your mind has something to do with technology. Well you can use technology for Mobile Marketing, but here, we're talking about multiple events that happen in multiple cities or states, a tour.

A Mobile Marketing Tour is a series of events for a specific demographic of customers to present new products, products that are specific to them or simply to appreciate their business.

There are many different venues you can choose to have these types of events, outdoors in your business' parking lot, at a museum or clever location such as a racecar track.

When choosing a venue, ensure the location is in a convenient location for your attendees and the space(s) are large enough for the number of people you expect (including the ones you don't).

One company sponsors a four region tour of more than 300 cities across the U.S. that provides a channel for customers to experience their brand. The event is set-up in a way that customers pre-register and visit at their own leisure the day of the event.

This is your chance to market your latest projects and products while encouraging their excitement to be a part of your brand and to remain a loyal customer. Additionally, the event design not only provides a way to specifically target

their core audience but also to garner prospective leads for future business opportunities.

The tour has many moving parts from drivers that transport the event materials from one city to the next, to a catering scheduler that schedules and confirms the catering for each event. Some of the most standard items used for mobile tours include custom branded tents, tablecovers, bowflags, etc.

Tip: If you choose to plan a customer appreciation event, ensure that your "best" customers are treated as such; whether it's scheduling a special time for them to attend or giving them an exclusive discount or product of some kind at registration.

Lastly, wrap your vehicle with dynamic graphics that match your company's look and feel. Choose a complete mobile display that can be quickly set up, used, then easily broken down and re-packed for transportation to a new location.

If you decide a Mobile Marketing Tour is a step in the right direction for your organization, talk to an expert on the execution of such an event.

