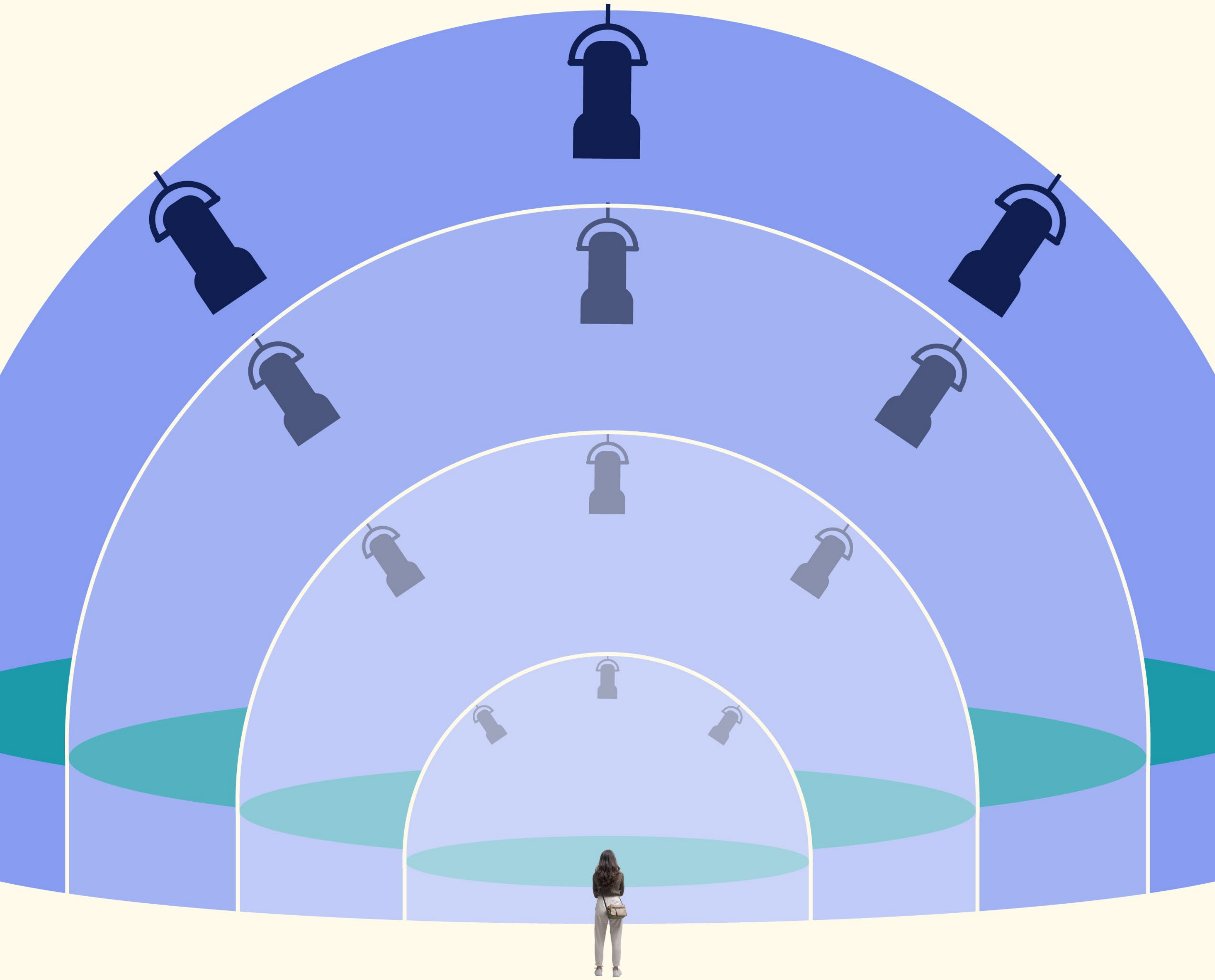
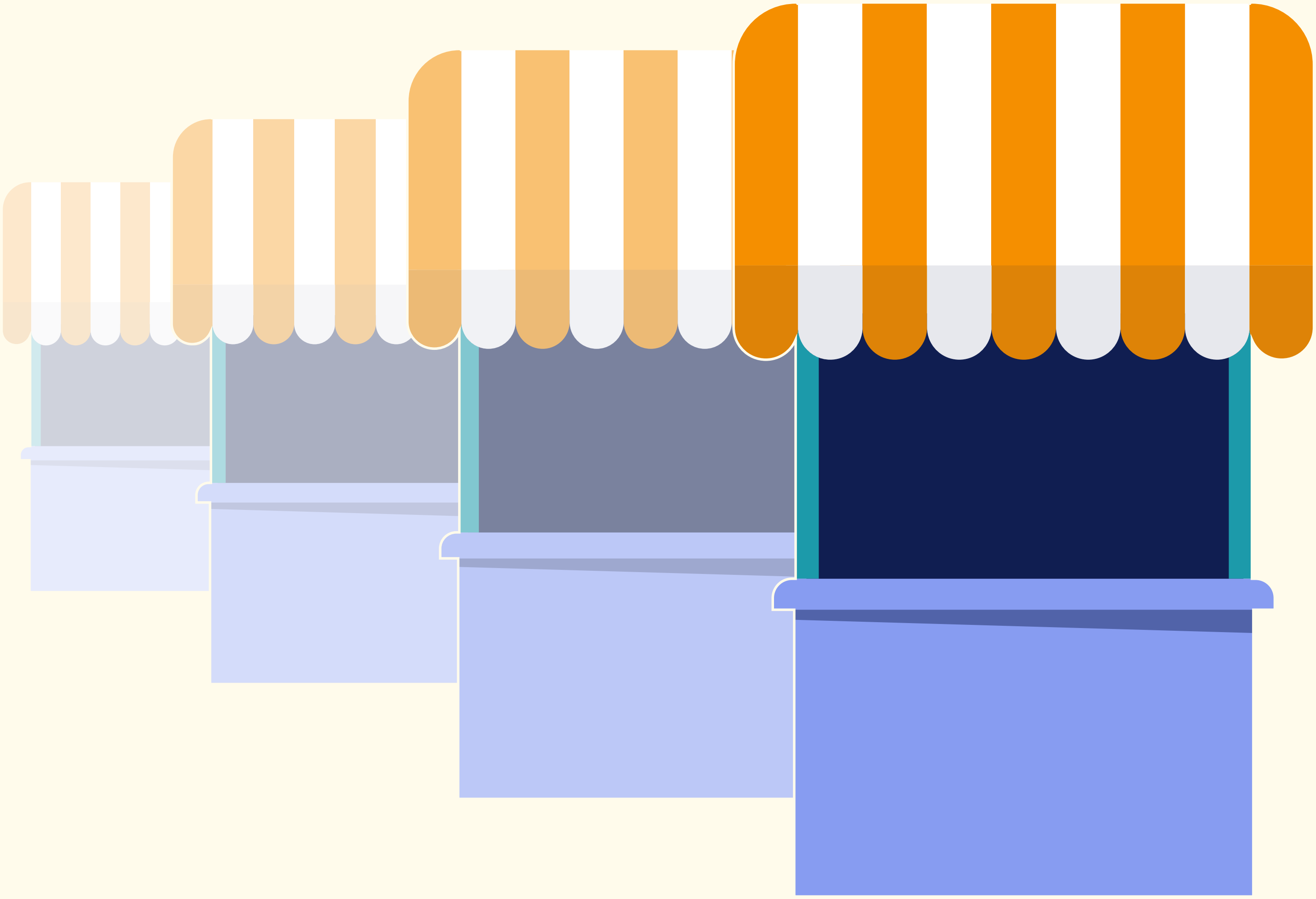


STEP-BY-STEP:

The Overwhelmed Marketer's Guide to Scaling Brand Experiences

AnyRoad

Table of Contents



So you've been asked to scale

You had a successful brand experience! Congratulations, that's not an easy thing to achieve. But leadership is excited, has a new budget for you, and the pressure to deliver just got real.

You already wear a thousand and one hats; how are you supposed to spread yourself even thinner to try and meet these new demands?

Simple answer: you can't. Or rather, you can't without a scaling strategy.

But how do you choose where to focus first with so many needs? What will make the most impact?

Growth doesn't happen overnight.

That's what this guide is all about — taking the panic out of your attack.

By the time you finish this ebook, you'll have a few paths you can take to get where you need to go for your brand experience marketing that won't destroy your sanity.

By choosing a single place on the roadmap to start, you're making it easy on yourself as a brand marketer to meet your goals and satisfy stakeholders.

Brand experience growth means using well-thought-out tactics to grow brand awareness, revenue, and customer information and get a return on investment.

Easier said than done, right?

If you're like thousands of other brand marketers looking to make an impact but don't know where to start, you're not alone.

What exactly is scaling?

The act of 'scaling' is thrown around a lot when it comes to brand experiences. Usually, it's paired with "growth and..." which seems repetitive. Aren't they basically the same thing?

Kind of.

Growth is the result. Scaling is the strategy.

You can only grow through proper scaling, a marketing school of thought where you increase or add new dimensions to the successful parts of what you're already doing.

So really, it's just doing more and **doubling down on what's working**.

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Sounds easy! So why is it so hard!?

Well, you're a one-person band or a small, scrappy team. We're scrappy, too. We get it.

You only have so many hours in a day and a limited number of places you can focus on. So trying to identify wins and grow your effort while keeping the lights on is incredibly difficult.

Only **2.5% of people** can multitask effectively, **according to one study** in the Psychonomic Bulletin & Review.

It's hard to focus on everything at once, and it makes you less effective according to, well, science. So it's not your fault! The fault lies in the expectation that we, as marketers, can make immediate magic happen when, in reality, brand experiences are a longer game.

So let's make it easy for you to focus.

What you'll get out of this ebook:

- Direction for how to improve your brand experiences
- Simple choices for which way to grow
- A repeatable methodology that you can take and use wherever you go
- One less thing to talk about in therapy

What do brand experiences look like when scaled right?

You can take your brand to new heights when you scale one step at a time. Here are some of our favorite examples of brands that used the right scaling methodology to create something beautiful (and effective).

JustEgg's 2022 Festival Tour

What: JustEgg, a CPG food brand, wanted to get "more eggs in mouths."

Why: 90% of people who try JustEgg become consumers.

Where: 300 festival and store activations around the country.

The Result: 30,000 new data points from potential customers

Read The Full Scaling Strategy

Old Dominick's Brand Home Revenue

What: Old Dominick, a whiskey distillery, wanted to boost distillery tour revenue with new kinds of tours.

Why: After 6 years of tours, they still hadn't grown beyond a couple of weekly tours.

Where: Tennessee in Old Dominick's working distillery.

The Result: 11% tour revenue growth in less than 6 months.

Read The Entire Story

Fleetwood Paints Consultation Boost

What: Fleetwood Paints, a paint manufacturer and distributor in the UK and Ireland, wanted to increase online consultation bookings.

Why: Fleetwood was limited to in-person consultations with retail partners.

Where: On their native booking site instead of Instagram or a third-party platform.

The Result: A 90% conversion rate from online color consultations to in-store sales

Explore Their Journey

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How do you scale experiential marketing?

We broke scaling into five steps:

1. Outline your brand experience wins and opportunities for growth
2. Determine your goals and what success looks like.
3. Create a milestone map to get you from now to where you want to be in one quarter.
4. Add one test between each milestone.
5. List your learnings and pick what you want to invest in next.

1.

Step 1: Outline Your Brand's Wins and Opportunities

If you're looking to scale, odds are you've already dipped your toe into the brand experience pond. If you have, amazing! If not, don't worry. You can still use this to figure out how to start dipping.

Let's answer a few questions about your brand experiences first:

- Why did you want to try brand experiences in the first place?
- Were you able to get what you wanted from your first round?
- If not, what do you think got in your way?

Ok, now about your brand as a whole:

- What goals does your company or team want to achieve this quarter or year?
- Were you able to meet those goals?
- What methods did you use as a team to move closer to that goal? And did those work?
- If not, what do you think got in your way?

At the top of a page, list your two goals, macro (brand) and micro (brand experiences). Then jot down two columns: 'win' and 'opportunity.' Use the questions above to write out where you won and where you stand to improve.

A little reductive? Sure. But this is the easiest way to focus on one large whole rather than a thousand smaller pieces.

Example list:

Macro Goal (Company): Increase whiskey sales revenue by 26%
Micro Goal (Experience): Increase database of potential consumers for better-targeted marketing

Wins

- We had 300 people visit our brand experience
- 56% of those who tried our whiskey gavepositive feedback
- We saw great pictures of our brand experience on social media

Opportunities

- Our NPS rating is lower than average
- We have poor opt-in rates
- We have no proof that our brand experience impacted total revenue

Roadblock! “I don’t know where to even start with wins and opportunities. There’s too much here.”

Alright, let’s work this out together. We can break this down even further if you’re dealing with information overload. Here are some win and opportunity categories ideas to help you move on to the next step.

And remember, **don’t be precious about this**! It doesn’t have to be perfect in your first try. You can always go back in and edit this later. what’s working.

- What’s your current Net Promoter Score? If you don’t have one, do you need one?
  - Can it be higher?
- How much does it usually cost to acquire a customer?
  - Can it be lower?
- How much does it cost to run a brand experience?
  - How much does this activity cost per customer? How does that compare to the usual customer acquisition price?
- How much revenue did your brand experience generate? What do you need to break even on expenses?
- How many customers are on your email list?
- How well do you know your current consumers’ demographic information?

Use a couple of these to get started and overcome this roadblock!

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2.

Step 2: Determine Your Goal

Now that you have a tidy list of wins and opportunities, you have a clearer picture of where you stand among all the numbers and statistics that fill your day-to-day.

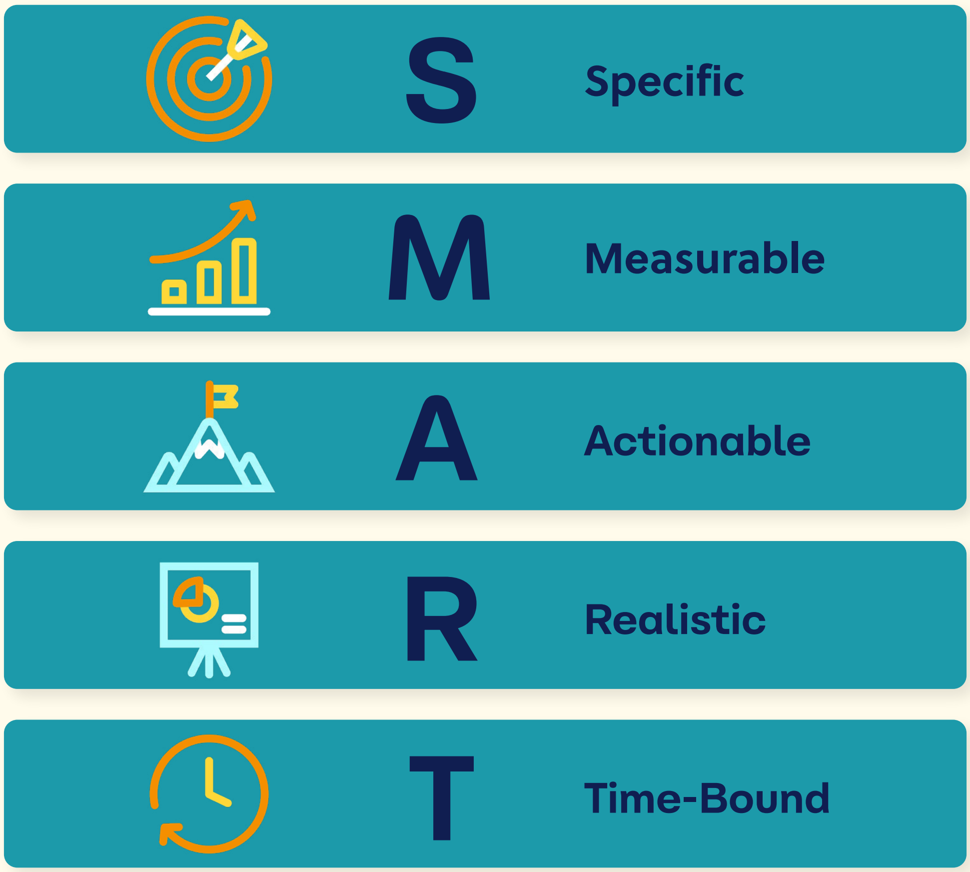
Let's decide which one will be your goal moving forward!

Pick one win and one opportunity you believe is the most important for your stakeholders and you. If you can't decide, go to your team for help on what would impact them the most! After all, teamwork makes the dream work.

When you have your win and opportunity to work on, transform them into two different short-term SMART goals for the quarter. The win goal should build on and grow an already known success, while the opportunity goal should improve on an area that falls short of where you need it to be.

Building a SMART goal

A SMART goal might sound the same as a genius thermostat or a do-it-all tech house, but it's much simpler.



Your goals should fall under this format so you can better define what you're working towards and what success looks like.

For example, a SMART goal for a field marketing campaign would be "to collect over 100 data points per mall activation over the course of a month".

The "100 data points" are **measurable**, the "per mall activation" is **specific**, and "over the course of a month" is **time-bound**. And based on prior knowledge of how many data points you can gather per activation, it's **realistic**.

When you set your goal for your project, define it and the problem you're seeking to solve in your business case immediately. That way, everyone who reads it can use the goal to have context for the rest of the plan.

Create your two SMART goals now, one for increasing the scope of your win and one for taking advantage of your opportunity.

Examples of SMART goals

Win: We saw great pictures of our brand experience on social media.

SMART Goal: Grow our Instagram followers by 20% by the end of the quarter through interactive photo walls.

Specific: Instagram followers

Measurable: 20% growth

Actionable: "through interactive photo walls"

Realistic: 20% is realistic growth due to the already successful Instagram wins in the past.

Time-Bound: By the end of the quarter.

Opportunity: We have poor opt-in rates.

SMART Goal: Increase marketing opt-ins during experiences by 40% by offering free swag by scanning a QR code with opt-in during the November brand activation.

Specific: Marketing opt-in rates during experiences
Measurable: 40% increase in marketing opt-ins

Actionable: "through offering free swag" in exchange for opt-ins

Realistic: 40% from a low rate over the course of months is realistic based on prior information.

Time-Bound: During the November brand activation

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3.

Step 3: Create a Milestone Map

Now that you've decided on your two goals to work towards, let's add some milestones and key performance indicators to your scaling strategy.

Have you ever been hiking? Trail markers are meant to guide your way through more complex or simpler pathways; milestones and KPIs act similarly.

As you climb your path to your two goals, you'll get lost without understanding where you are in your journey and how far you have left to go.

So let's make our milestone map and get you through the forest in one piece — no bears or rock slides necessary.

For each goal, decide on three key performance indicators to help you identify you're on the right track.

Each milestone should be a part of the equation leading to the goal. For example, improving NPS would mean getting a certain number of survey responses or adding something new to the brand experience.

Your map should look like this:

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Example Milestone Map

Let's use the examples from our previous steps and create a full milestone map for our SMART goals

As you can see, each milestone indicates that we're on track toward our goals. By breaking down the necessary steps that must happen, we can adjust our strategy as need be mid-execution when it becomes clear one of the milestones isn't being met.

Roadblock! "I don't know how to break down the goals I set. Help!!"

If you're lost on the trail, here's your rescue helicopter to save the day!

Let's do a little planning together to find out what you need to do first. Let's start with the obvious:

- Do you need to produce or create anything physical/digital to meet the actionable piece of your SMART goal?
- Who needs to be involved in creating your deliverable?

Great! Now on to the marketing math, the bane of a creative's existence. Or your favorite thing; don't let us yuck your yum. Here are some equations to get you started:

If you're working towards a percentage:

- What is your current benchmark? Where is your current number at?
- Where do you want that number to be by the end of the map?
  - Growth Rate: (Original Value - New Value) / Original Value x 100
- How much would you need to add to your goal value to reach your new goal?
  - Divide that by the months, weeks, or days you have to improve. That number is your next milestone to improve with!

Now, let's do what that number looks like per experience!

- How many experiences or activations are you planning to run over the course of your goal time period?
  - If you don't have a number, delivering on activations is your milestone! If you do have a set number, keep going.
- How many attendees do you need to perform your desired action to meet your goal?
  - If you don't have this, go back to the percentage steps above!
- Divide the number of attendees completing the desired action by the number of experiences you plan.
  - There's another milestone done!

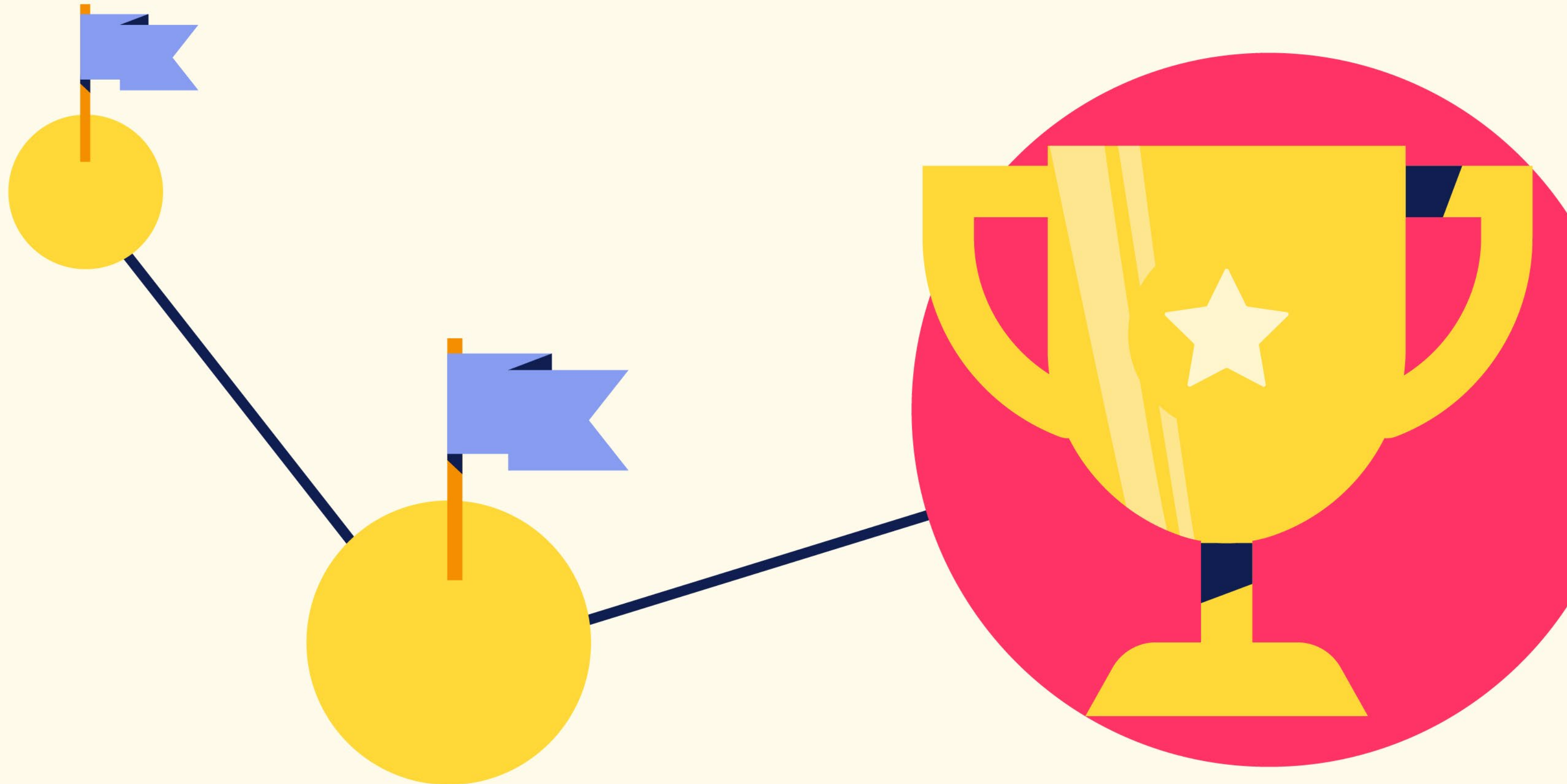
4.

Step 4: Add One Tweak Per Milestone

You have your milestone map, and your goals, and everything looks bright and sunny! Don't get too comfortable, though — part of scaling means taking risks. If you don't meet your milestones, that doesn't mean your strategy ends. After a good bathroom cry, sit back down to your milestone map.

It's time for Plan B.

Always expect the unexpected. That's why scaling means learning to change your brand experience engines mid-flight. Let's do some last-minute tweaks to the plan!



Take out your milestone map. Which of your milestones aren't you meeting? Highlight it in red and answer the following questions:

- How off are you from your milestone?
- How much do you need to make up for in the remaining time to meet your goal?
  - That deficit is called our **Delta**. We'll be calling it that from now on!

Adjust your milestone accordingly to accommodate your delta. Now, let's diagnose the problem:

- How much friction is there between the starting and ending point of the milestone?
  - Example: Are there a lot of form fills in the QR code opt-in form? Is there a huge line for the photo wall?
- Is there a detail that surprises you?
  - Example: Is there no line for the photo wall? Did a lot of people put in fake information for the swag? Is there no demand for the tote bags?

Break down why you're not meeting your milestone. And then, make a bet.

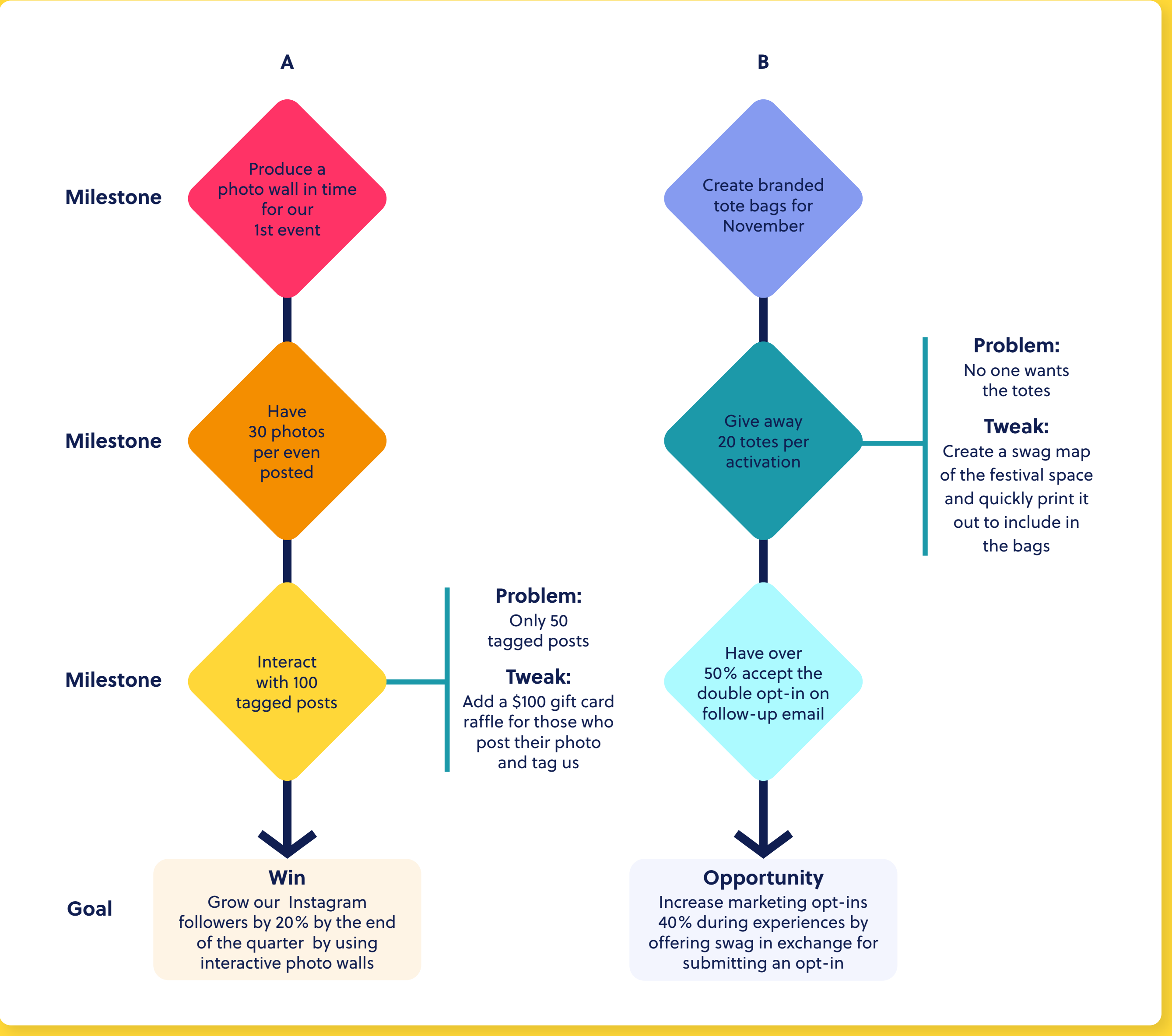
If you're not seeing any interest in your photo wall, do a little online stalking. What are some photo walls people post about? Are there any commonalities that make them a success?

For example, a surprising number of photo walls have a nice chair for people to sit in. Buy a stylish chair and see if that changes things. If it's an event where people are standing around or on their feet, offering a place to sit and maybe even a water bottle for them would be enough to generate demand.

Make small changes and see how they do. Part of scaling (and our motto at AnyRoad) is to test often and fail fast. You'll learn more that way!

So start with one tweak, see how that does, and wait until you know for sure before making the next. Like too many skin care products, you won't know what did the trick if you try too much at once!

Example Milestone Tweaks



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Roadblock! "I can't tell what's not working!"

Sometimes it's hard to understand why your plans aren't working. Putting so much work into a strategy only to see it fall short is hard to see and can hurt your pride as a marketer.

So let's answer a few questions and see what we can uncover:

- Is your experience too crowded?
- Is it too near construction or loud music?
- Are you an accessible experience?

Usually, you can look at an experience and know if any of the above issues are the case for a missed milestone. But sometimes, you need to ask for help.

No one knows better what works and what doesn't work than your attendees. So ask them for feedback. What did they like about the experience? What didn't they like? Maybe tote bags were a miss, or photo walls are so 2022.

You might get a lot of feedback. You might not! Either way, getting feedback is a vital part of your job.

We wrote a list of the 60 best post-event survey questions to help with exactly this problem. Take a look and get unstuck!

5.

Step 5: List Out Your Learnings

There's nothing worse than making the same mistake twice! As you test, write down your findings; take what works and make it a best practice.

Honestly? The secret to scaling is testing. You take your successes and keep making them bigger while simultaneously fixing what's not working. Once you have the learning, it becomes part of your consistent strategy.

So write it down and show your team what their efforts are for! You can even bring what you learned about your experiences, your consumers, and your attendees to other teams to use.

At the end of your quarter, you can show exactly how you got to your goal or what you need to do for next quarter when you do it all again.

But bigger, better, and less stressful.

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Welcome to scaling! How are your customer profiles doing?

Congratulations on your new scaling strategy. We hope you take what you've learned and use it to get a promotion and improve your mental health!

The next big piece of scaling is your customer profiles — the customer information you collect and use to build out who's attending your events, what they care about, and why they care about it.

Having trouble fully understanding your customer? Hop over to our customer insights checklist and quickly review what you have and what you're missing.

See you there!

Don't leave out a single piece of data. Bring a checklist!

Get The Checklist