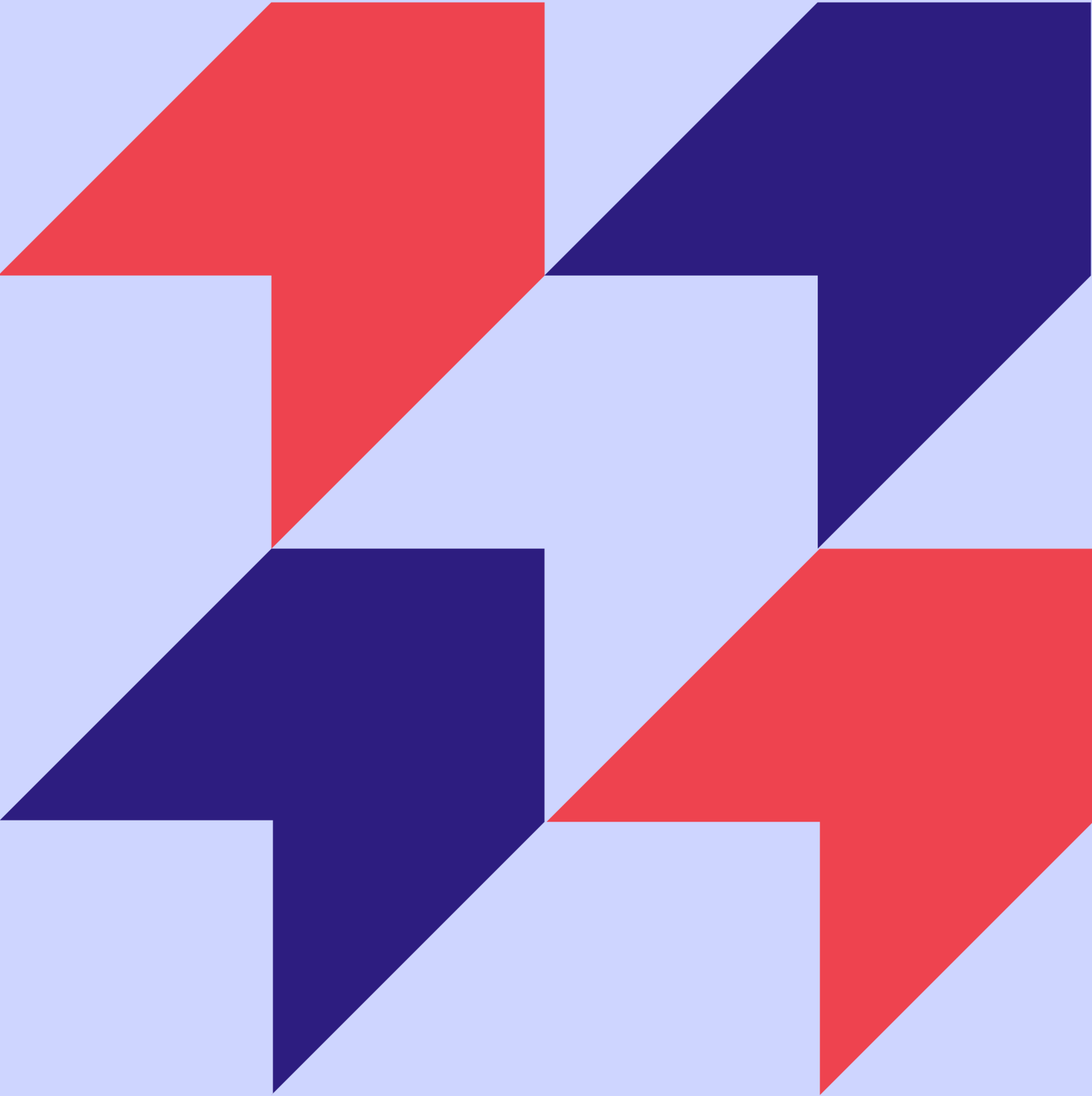


The Top 10 Field Marketing Trends for 2023

eBook



Introduction

Field marketing has been a growing discipline, becoming an increasingly vital piece of strategy. According to Zippia, there are over **27k field marketing managers** in the United States alone, growing yearly.

Field marketing, or experiential marketing, is bringing your brand to life and showcasing it to your customers. Whether that's a round of basketball in a Nike store or trying a JustEgg free sample at your local Stop & Shop, experiences are everywhere. And they convert — big time.

Our data shows that brands that use experiential and field marketing boost their conversion rate anywhere from 20% to 50%. That means after the experience, customers are more likely to buy your product.

So we know it works. The big question is: what's next?

Let's dive into the top 10 field marketing trends of 2023.

Trend 10

Sustainability + Diversity, Equity, and Inclusivity (DEI)

So it's not fair to call this a trend; we prefer the term 'evolution' to be honest. Sustainability and DEI are vital in 2023 and are rightfully important for brands moving forward.

Number 10 is not only expected but needs to be proactively demonstrated at field marketing events to meet consumer demand.

Deloitte surveyed Gen Z in their recent buyer survey and found that

overwhelmingly, **94%** expect companies to take a stand on important social issues, and **90%** say they are more willing to purchase products they deem beneficial to society.

As Gen Z grows in purchase power, this trend will only continue to become more prevalent, no matter what your target demographic.





Trend 9

The Recession Doesn't Hurt Consumer Spending

We didn't expect consumer spending to be **booming** despite the global market trending downwards, but here we are!

From "Revenge Tourism" to self-care, discretionary consumer spending remains resilient despite a generally negative outlook. The University of Michigan's consumer sentiment index rose to 64.6 in their January survey. It's actually the **highest reading** since January 2022, up 8.2% from December's 59.7 index.

This consumer sentiment index is important because it's a reliable economic predictor to forecast how likely a customer is to buy something within the next 12 months. So get ready for increased spending, and prepare your field marketing and cross-sell strategy accordingly. Field activations where guests can try and become familiar with your product will help ensure that your brand is top of mind when it comes time to make a purchase. That emotional connection help you stick more firmly in their minds.



Trend 8

AI & Machine Learning

Data: it's everywhere. I know, I know — hypocritical to say when we're literally a data company. But it's the truth!

We all collect a ton of data from a million different places, and it will only get more confusing to sort through and pull out what's valuable. Not to mention, once you collect it all, put it in one place, and pull out the most meaningful insights, you have to figure out how to actually use it.

Artificial Intelligence (AI) & Machine Learning will be vital in 2023 for processing and analyzing data at scale. That's good news for those of you collecting thousands or millions of data points from your

consumers during field activations and other experiences. If the game's name is efficiency, having an algorithm that can assess your data, measure it, and pull out what you need to know will be a game changer moving into the year.

Precedence Research estimated the global AI market size at \$119.78 billion in 2022, expecting it to hit \$1,591.03 billion by 2030. That's a huge jump, and it'll impact every facet of our lives, let alone our jobs. Brands that leverage the power of AI to more efficiently analyze all of the different data points they're collecting at experiences will be able to pull out trends and optimize their field marketing strategy much faster.

Trend 7

Staffing Shortages Worsen

Continued staffing shortages will continue to plague the experiential industry, as the Society for Human Resources Management learned. According to their predictions, the shortage will last for years and continue impacting businesses.

Economists also agree that although the job market was at its highest in 21 years in 2022, things are slowly falling again, and economic inflation will worsen matters.

So how do you get ahead of staffing shortages when your strategy hinges on memorable customer experiences and service?

There will likely be a philosophical measuring shift regarding experiential offerings, breaking down value by brand size. For larger brands, that means moving from quality to quantity, not experience but spending. Field marketers and loyalty managers should focus on increasing their average spend per visitor to compensate since it's easier to cross-sell than upsell. That includes add-ons and more diversified experiences to include.

Smaller brands though, are in a reverse shift. Dropping the amount of services to focus on quality over quantity to deliver a different metric of success is in their best interest. Rather than rely on previous brand perception, they're seeking to build first-time and second-time returners and transforming them into brand advocates through smaller, but more personalized experiences.



Trend 6

The International Traveler Makes a Comeback

From China reopening its borders, to most people saying they are no longer concerned about COVID, 2023 will be a bounce-back year for international tourism!

Don't believe us? Let's talk about The Economist! They're forecasting that spending by international tourists will

be increasing by the trillions in 2023, approaching (and occasionally exceeding) spending in 2019 pre-pandemic.

Field marketing, especially in popular tourist destinations, should be ready to invest more in seasonal advertising to drive demand and attendance.

Spending by international tourists will be
increasing by the trillions in 2023.





Trend 5

Brand Flagships / Homes

Field marketing can be ephemeral. From festival booths to sponsorships, many experiences come with an expiration date. This makes Trend #4 so interesting: 2023 is bringing permanence.

Brand Flagships and Brand Homes are two new experiential and field marketing trends that started mainly in the distillery industry but are now expanding outward. These are permanent brand destinations where customers can go and immerse themselves in a complete brand experience.

Think tours, tastings, and brand museums, like the Ben & Jerry's Museum at their Vermont factory. They're tourist attractions and great places to test new products and boost revenue through add-on purchases.

2023 will see the fast-tracking of brand flagships, rising above the digital clutter, and accessing consumer demand for real-life experiences.



Trend 4

Onsite Accommodations and Fine Dining

The game's name is time spent at your experience, which means finding new reasons to extend the stays of customers and attendees. When you increase the time spent, you're also raising the dollar amount your guests spend with your brand.

This means two crucial new value adds: accommodating longer stays and luxury dining experiences.

Add-ons and cross-selling increase revenue by around 70%, depending on your

industry. Hubspot has even collected data revealing that 63% of teams they spoke to prefer bundles to cross-sell. And what makes a better bundle than dining post-tour?

These two add-ons are key elements of brand destinations, and we see a rise in adoption, especially for alcohol brands.

Trend 3

Trusted Two-Way Value

Secure, ethical, trustworthy, and transparent consumer data collection and two-way value exchange are imperative for brands entering 2023.

In a growing age of digital privacy, many customers are rightfully hesitant to give their data to brands. Here are some stats from Conference Board that hit home just how prevalent this trend is.

57%

of US consumers would forego marketing personalization to protect their data

44%

of consumers globally are willing to forego customized content — such as personalized messages, offers and experiences — in exchange for not having their personal data collected

20%

of global consumers report abandoning or reducing their use of a brand over its data practices

19%

of global consumers report switching to a competitor company for its better data policies

63%

of consumers simply view brands as the biggest benefactors of the data exchange

Trend 2

Compliant and First-Party Data Collection

According to Hubspot's Demand Generation report, 44% of marketers say that their top priority for their strategy is to better measure the ROI of their demand generation initiatives.

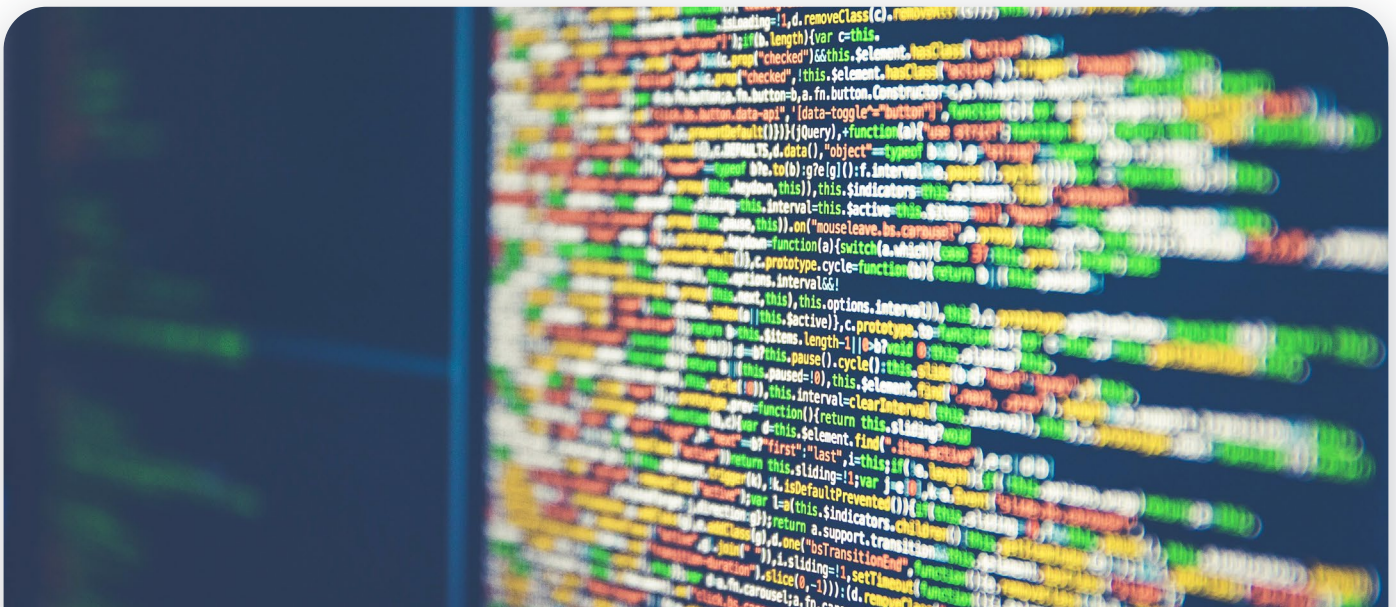
With the death of cookies (may they rest in crumbly peace) and the unreliability of third-party data, turning to first-party data collection is going to be top of mind for 2023. Field marketers have an advantage here, as oftentimes field activations and other experiences allow them to collect so much valuable data from consumers.

As we pointed out in Trend 3, consumers will often be willing to share their data (including contact information, demographic factors, and even feedback on your brand) in exchange for a value add experience, such as a free sampling of your product.

This self-collected attendee data is not only compliant, but it's also marketable. These behavioral insights dive deeper than face value and hit all digital and IRL consumer touch points.

Three actionable consumer data-related KPIs for B2C field marketers:

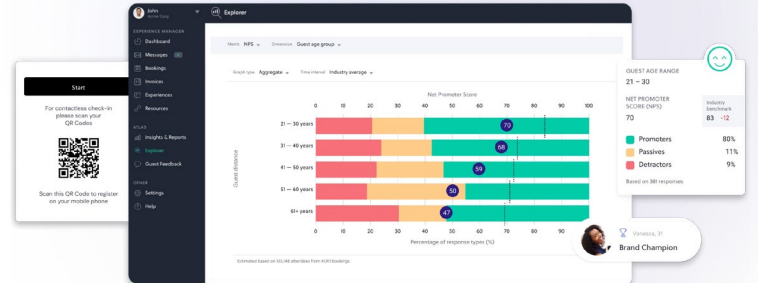
- ✓ Marketing Opt-Ins as a percentage of total guests
- ✓ Ratio of guests who are new to the brand (acquisition) vs. existing customers (retention)
- ✓ Impact of experience or event on post-visit consumption (Return on Investment / Customer Lifetime Value)





The Leading Experiential Marketing Platform

AnyRoad is the leading experiential marketing platform, which enables businesses to operate and optimize their events, tours, classes, and activations to grow consumer brand loyalty and drive greater ROI from their guest experiences.



Unified Platform

AnyRoad is the leading unified, experiential marketing platform that manages both the entire guest journey and the organization's resources for experiences/events.

Unrivalled Data Capture & Analytics

AnyRoad is the only platform that offers robust data capture and analytics tools, offering insights such as customer satisfaction, feedback analysis, and industry benchmarks.

Easy to Set Up & Use

AnyRoad is the easiest to set up and use to deliver on-brand booking experiences without IT support.

Optimize & Prove ROI for Any Experience

Whatever types of events and experiences you are running for your customers, the AnyRoad platform provides the flexibility needed to support them all. Streamline, scale and drive greater revenue from your:



Tours & Tastings



Classes



Appointments



Retail & In-Store Events



Field Activations & Pop-Ups



On-site & Hosted Events



Virtual Events



Trend 1

Premiumization

“Premium” is a word that carries a lot of weight.

But for field marketing, it doesn’t just mean luxury or an added cost. This trend centers on elevation, from experiences to pricing.

Our data shows that the average ticket price for experiences like tours and tastings increased by 15% between 2019 and 2022.

Now, we can attribute that to inflation, but a steady increase means something else: a trend.

Putting a premium, an additional upcharge, on more personalized or private experiences will be a major selling point for field marketing in 2023. And, it will enable brands to ultimately capture more revenue, increasing the lifetime value of some of their consumers.

So how do you use premiumization in your field marketing?

- ✓ Limited edition versions of products
- ✓ Customizable products that guests can personalize, like bottle engraving or labels
- ✓ Smaller and longer groups for tours and tastings
- ✓ Bespoke experiences based on attendee-specific personalization



Out here in the field...

The field and experiential marketing industry has seen immense growth over the last decade, with thousands of field marketing managers across the US alone. Consumers crave real-life experiences from their favorite brands and it's a great way to boost conversion rates significantly.

Field marketing trends are always changing and evolving, so use these ten trends while you can: 2024 might be a whole different ballgame.

Want to find out more about tracking your own field marketing trends? Let's get you started with an AnyRoad expert.

**Make Every
Experience Count**