How Can Field Marketing Help Your Business?

by Justine Fitton

Article published on January 11th 2012 | Marketing

Field marketing can provide an outstanding return on investment when it is intelligently deployed. Depending on the specific nature of your business and industry, field sales solutions can provide an unparalleled way to engage directly with your potential customers and influence their purchasing habits.

With so many different avenues for and approaches to marketing, it can be difficult to know how best to divide a marketing budget. However, field marketing provides many exciting opportunities to improve sales performance, and certain types of field marketing campaign (such as sampling initiatives) have proven, time and again, to provide an immediate and substantial uplift in sales. This makes field marketing an excellent choice when quantifiable return on investment is an absolute priority.

Perhaps the main advantages of field marketing over other forms are that it is personal, it is local and its short-term impact is often easily measurable, making performance analysis a breeze when compared with television or print advertising. Through field marketing it is easy to target potential customers that have not registered an interest in a product but whose demographic suggests they may be likely to buy.

Few marketing disciplines incorporate the same strategic diversity as field marketing. Field marketing covers everything from auditing and merchandising products in a grocery store to full-blown experiential marketing initiatives at a trade expo. Field marketing is by its nature a geographically specific enterprise, making it particularly effective for increasing product sales in a particular region or store, and excellent for improving brand visibility and engagement at relevant industry exhibitions.

Field marketing agencies generally offer their services in two different forms: bespoke tactical field marketing teams and syndicated field marketing teams. These are generally appropriate in different circumstances - a syndicated team is likely to be perfect for everyday tasks such as merchandising and auditing, while a bespoke tactical team might be better at implementing one-off events and targeted sampling campaigns.

Sampling campaigns are generally considered one of the greatest assets to a business that sells food products. Consumers often fall into repeat purchasing habits when it comes to food and these can be difficult for a competitor to break. Sampling removes the element of risk perceived by a consumer when evaluating whether to switch from one brand of foodstuff to another - by enabling consumers to try the new product for themselves, any fears of substandard quality can be laid to rest at the crucial point of purchase. As an added bonus, free sampling makes a business seem generous to its customers and potential customers - this can increase satisfaction with the brand and can even encourage brand advocacy.

Experiential marketing initiatives can greatly increase the level of engagement between a brand and its customers, and often provide fantastic opportunities to collect personal data from both existing and potential customers. The importance of accurate data in marketing can hardly be overestimated: any marketing event that combines genuine consumer appeal with an opportunity to collect information can be a major boon. In terms of creativity, the sky is the limit with brand experience - opportunities abound to leave a lasting impression on customers.

Article Source:
http://www.articleside.com/marketing-articles/how-can-field-marketing-help-your-business.htm - Article Side

Justine Fitton - About Author:
Cosine is an award-winning provider of a field marketing and a field sales solutions , counting many major brands among its present and past clients. With its industry-leading expertise and unrivalled solutions capability, Cosine is the obvious choice when it comes to field marketing.

Article Keywords:
field marketing, field sales solutions

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!