

# The dynamics of street-level marketing: Engaging urban audiences with interactive strategies

Chinweizu Oham <sup>1,\*</sup> and Onyinye Gift Ejike <sup>2</sup>

<sup>1</sup> New York Film Academy, USA.

<sup>2</sup> The Velvet Expression, Lagos, Nigeria.

World Journal of Advanced Research and Reviews, 2023, 19(01), 1560–1568

Publication history: Received on 22 May 2023; revised on 22 July 2023; accepted on 25 July 2023

Article DOI: <https://doi.org/10.30574/wjarr.2023.19.1.1326>

## Abstract

Street-level marketing has become a dynamic approach for engaging urban audiences through interactive and experiential strategies. This paper explores the effectiveness of street-level marketing, examining its evolution, theoretical underpinnings, and the impact of urban environments on marketing strategies. Key interactive methods, including guerrilla marketing, experiential campaigns, and flash mobs, are discussed alongside the critical role of technology and social media in enhancing audience engagement. Additionally, the paper addresses the challenges marketers face, such as regulatory constraints, audience diversity, and measurement of success. Despite these challenges, opportunities for leveraging community involvement, cultural relevance, and real-time feedback are abundant. By analyzing current trends and successful campaigns, the paper offers practical recommendations for businesses seeking to capitalize on urban marketing strategies and build authentic connections with city-based consumers.

**Keywords:** Street-level marketing; Urban audiences; Guerrilla marketing; Experiential marketing; Audience engagement

## 1. Introduction

### 1.1. Overview of Street-Level Marketing

Street-level marketing refers to promotional activities in public spaces, aiming to engage consumers through interactive and often unconventional strategies directly. Unlike traditional forms of advertising such as television, print, or online ads, street-level marketing relies on personal interaction and live experiences. This form of marketing is designed to create a memorable experience for the audience, leaving a lasting impression that can translate into brand loyalty and word-of-mouth promotion (Vanleene, Voets, & Verschuere, 2020).

The roots of street-level marketing can be traced back to guerrilla marketing tactics introduced by Jay Conrad Levinson in the 1980s, which emphasized the use of low-cost, high-impact strategies to connect with consumers (Alrabeeh & Jaramillo, 2018). Over time, it has expanded to include a wide array of approaches such as flash mobs, pop-up events, live performances, and promotional stunts. Today, street-level marketing is frequently used by brands looking to create a buzz in urban environments, where high foot traffic and diverse populations make for ideal marketing conditions. This marketing method enables brands to deliver personalized experiences to consumers, increasing the potential for immediate feedback and engagement (Zarco & Herzallah, 2023).

\* Corresponding author: Chinweizu Oham

Engaging urban audiences through street-level marketing is particularly important due to the unique characteristics of cities. Urban areas are densely populated and feature diverse groups of people with varying backgrounds, lifestyles, and preferences. These dynamics make urban settings ideal for marketers who want to reach a wide range of consumers in a relatively small area. Moreover, urban audiences are often exposed to a barrage of traditional advertising, making them more discerning and harder to engage through conventional methods. As a result, street-level marketing offers a way to stand out from the noise and capture attention more directly and effectively (Roux, 2020).

The importance of engaging urban audiences is also driven by the fact that these areas tend to be trendsetting hubs, where new ideas, products, and cultural shifts often emerge. What happens in urban centers can quickly influence broader market trends, making it essential for brands to establish a strong presence in these environments. Street-level marketing allows companies to connect with trend-conscious individuals, especially younger generations like millennials and Gen Z, who tend to value authenticity, experience, and social connection in their interactions with brands (Out, 2022).

Additionally, the physical nature of street-level marketing creates opportunities for brands to build genuine connections with their target audiences. Rather than relying on digital algorithms or passive media consumption, brands can directly communicate their messages and elicit immediate responses. This creates a more personal form of engagement, which can significantly influence purchasing decisions and brand perception (Kickert, 2021).

## **1.2. Scope and Purpose of the Paper**

The scope of this paper is to provide an in-depth analysis of street-level marketing, with a focus on its dynamics, strategies, and effectiveness in urban settings. The aim is to explore how brands use street-level marketing to engage urban audiences, the types of interactive strategies employed, and the challenges and opportunities that arise in this marketing space. The paper will analyze key concepts such as the blending of physical and digital experiences, the role of technology in modern street-level marketing, and how various urban factors shape these marketing efforts.

This paper will offer insights into how brands can leverage street-level marketing to achieve their goals, particularly in an increasingly digital world, by examining case studies and industry examples. The evolving nature of consumer behavior, especially in urban settings, demands marketing approaches that are creative and attention-grabbing, responsive to real-time feedback, and capable of fostering community involvement. This paper aims to shed light on the current state of street-level marketing and provide actionable recommendations for marketers who wish to incorporate these strategies into their broader marketing efforts.

## **1.3. Research Questions or Objectives**

The central objective of this paper is to understand how street-level marketing engages urban audiences through interactive strategies. To achieve this goal, the paper will address several key research questions:

- How has street-level marketing evolved over the years, particularly with the rise of digital technology?
- What are the most effective interactive strategies used in street-level marketing to capture the attention of urban audiences?
- How do urban environments shape the nature and success of street-level marketing campaigns?
- What challenges and opportunities do brands face when implementing street-level marketing strategies in cities?
- How can street-level marketing be used in conjunction with other forms of digital and traditional marketing to create a cohesive and effective campaign?

Through exploring these questions, the paper seeks to provide a comprehensive understanding of street-level marketing's role in engaging urban audiences and offer practical recommendations for marketers looking to tap into this powerful form of promotion.

---

## **2. Theoretical Framework**

### **2.1. Definition and Evolution of Street-Level Marketing**

Street-level marketing refers to promotional activities that occur in public spaces and aim to engage consumers directly through face-to-face interactions, often in unconventional or creative ways. The primary objective of street-level marketing is to create memorable experiences that build awareness, provoke conversation, and encourage people to

spread the word, often using limited resources (Cohen, 2021). Unlike traditional marketing, which relies on mass media to reach large audiences, street-level marketing operates on the ground, targeting smaller, specific audiences in localized environments like city streets, public parks, and urban plazas. The face-to-face nature of street-level marketing means that it often generates real-time feedback, making it a dynamic tool for engaging with audiences and adapting marketing messages as necessary (Laitinen, Kinder, & Stenvall, 2018).

The origins of street-level marketing can be traced back to the concept of guerrilla marketing, a term first coined by Jay Conrad Levinson in the 1980s. Guerrilla marketing was defined as a low-budget, high-impact marketing tactic aimed at creating buzz through surprising or unconventional approaches. Levinson's ideas about marketing on a shoestring budget appealed to smaller businesses that could not compete with large corporations in terms of advertising spend (Levinson, Myers, & Kimble, 2021). Over time, however, the principles of guerrilla marketing expanded and evolved, becoming an essential part of the marketing arsenal for large corporations as well. Street-level marketing draws from guerrilla marketing's focus on creativity and direct engagement but has adapted to suit today's urban settings, which are increasingly influenced by digital technology and rapidly shifting consumer behavior (Khachatryan, 2019).

In today's marketplace, street-level marketing often involves a blend of physical interactions and digital engagement. For example, campaigns might include live events or stunts that encourage participants to share their experiences on social media platforms, creating a ripple effect that amplifies the campaign's reach far beyond the immediate geographic area. This hybrid approach reflects how street-level marketing has evolved in response to the convergence of physical and digital marketing channels (Levinson, Frishman, & Lublin, 2020).

## **2.2. Relevant Marketing and Communication Theories**

Street-level marketing is deeply rooted in several well-established marketing and communication theories. First, relationship marketing theory is central to understanding the objectives of street-level marketing. Relationship marketing emphasizes the importance of building long-term connections between businesses and customers. Rather than focusing solely on transactions, this theory advocates for fostering ongoing, meaningful relationships that promote customer loyalty. Street-level marketing embodies this by creating experiences that directly engage customers, building a sense of connection and trust between the brand and its audience.

Another relevant theory is experiential marketing, which emphasizes the role of emotions and experiences in shaping consumer behavior. Experiential marketing suggests that customers are more likely to develop positive attitudes toward a brand when they have memorable, enjoyable interactions with it. Street-level marketing capitalizes on this by offering immersive, interactive experiences that invite consumers to participate in activities, games, or events rather than passively receiving messages through traditional media. These experiences create emotional bonds between consumers and brands, which can lead to increased brand loyalty and advocacy (Bata, 2019).

In addition, diffusion of innovations theory helps explain how street-level marketing strategies spread among different segments of the urban population. Proposed by Everett Rogers, this theory posits that different groups of people adopt innovations at different rates, depending on factors such as their social influence, openness to change, and risk tolerance (Van Oorschot, Hofman, & Halman, 2018). In street-level marketing, innovative campaigns often aim to attract early adopters, trendsetters, and influencers within urban communities. Once these key individuals engage with the brand and share their experiences, the campaign can gain traction and spread to a broader audience. The emphasis on capturing the attention of these influential consumers is a core element of street-level marketing strategies (Orgill et al., 2019).

Finally, urban communication theory significantly shapes how messages are crafted and delivered in urban settings. This theory examines communication in densely populated, diverse, and complex urban environments. Urban areas are characterized by high levels of noise, competing messages, and a fast-paced lifestyle, making it challenging for marketers to stand out. Street-level marketing, therefore, often uses bold, surprising, and highly visible tactics to capture attention and cut through the clutter of urban life (Embry, 2019).

## **2.3. Impact of Urban Environments on Marketing Strategies**

The urban environment is not just the backdrop for street-level marketing; it is a fundamental factor that shapes how marketing strategies are conceived and executed. Cities are defined by their high population density, cultural diversity, and constant movement, creating unique challenges and opportunities for marketers. One key impact of the urban environment is the sheer diversity of the audience. Urban areas bring together people from various demographic, socioeconomic, and cultural backgrounds, making it essential for marketers to craft messages that resonate across different segments (Cleave & Arku, 2020). This requires a nuanced understanding of local culture, trends, and values,

which can vary significantly from neighborhood to neighborhood. Successful street-level marketing campaigns often incorporate elements of localization, tailoring their approach to the specific characteristics of the target urban community. This might involve collaborating with local influencers, artists, or organizations to ensure that the campaign feels authentic and relevant to the local audience (Hagues et al., 2018).

Another important consideration is the physical layout of the urban environment. Cities are often crowded, with limited space for large-scale advertising. Street-level marketing must therefore be creative in its use of public spaces, utilizing areas such as sidewalks, parks, public transportation systems, and building facades to deliver its messages. The challenge of limited space encourages marketers to think outside the box, employing tactics like pop-up shops, graffiti-style murals, and flash mobs to capture attention. These strategies rely on urban spaces' high visibility and foot traffic to maximize exposure (Okcuoglu, 2019).

Urban areas are also characterized by their fast pace, with residents often moving quickly through their daily routines. This means that street-level marketing must be designed to capture attention in a matter of seconds. Interactive, eye-catching campaigns that invite immediate participation are particularly effective in this context. For instance, a street-level marketing campaign might involve a live performance or a branded kiosk where passersby can quickly engage with the brand, take photos, and share their experiences online. The speed and spontaneity of these interactions are key to making a lasting impression on urban audiences (Mars & Kohlstedt, 2020).

Lastly, the integration of technology into the urban environment has significantly influenced the evolution of street-level marketing strategies. The widespread use of smartphones and social media allows for the seamless blending of physical and digital marketing. Many street-level campaigns now encourage consumers to document their experiences online, creating a bridge between the physical event and digital amplification. For example, a pop-up event might offer exclusive rewards or discounts for attendees who share their experience on Instagram or TikTok, thus extending the campaign's reach beyond the immediate geographic area (Ghosh).

---

### 3. Interactive Strategies for Engaging Urban Audiences

#### 3.1. Types of Interactive Strategies

Street-level marketing employs a wide range of interactive strategies, all of which are designed to create a more immersive experience for the consumer. These approaches are particularly effective in urban settings, where high foot traffic and dense populations allow marketers to reach a diverse audience in a confined space. Guerrilla marketing is one of the most well-known and frequently used street-level marketing strategies. It involves unconventional, often surprising tactics that aim to create a strong impression with minimal cost (Schiniotakis & Divini, 2018). Guerrilla marketing campaigns are typically disruptive, taking consumers by surprise and engaging them in unexpected ways. Examples of guerrilla marketing can include anything from street art and graffiti to interactive installations and public stunts. The effectiveness of guerrilla marketing lies in its ability to create buzz and generate word-of-mouth publicity. A key strength of this approach is that it encourages people to share their experiences through social media or direct conversation, thus amplifying the campaign's reach far beyond the initial encounter (Morales & He, 2022).

Experiential marketing is another powerful strategy that focuses on creating immersive brand experiences. Rather than simply promoting a product or service, experiential marketing invites consumers to interact with the brand in a tangible way. This might include live events, product demonstrations, or pop-up shops that allow consumers to engage with the brand in real time. Experiential marketing aims to forge an emotional connection between the consumer and the brand by making the interaction enjoyable, memorable, and personal. For instance, a beverage company might set up a pop-up stand in a busy urban square, where passersby can sample new flavors while interacting with brand ambassadors who share the story behind the product. These types of experiences leave a lasting impression and can significantly influence purchasing decisions (Schiniotakis & Divini, 2018).

Flash mobs represent another form of interactive street-level marketing that has recently gained popularity. A flash mob involves a group of people who suddenly assemble in a public place, perform an organized act (such as a dance or skit), and then quickly disperse. Flash mobs are often used as a way to create a sense of surprise and delight among onlookers, generating excitement and encouraging people to capture the moment on their smartphones. When done well, flash mobs can go viral, garnering widespread attention on social media platforms. This type of interactive strategy works particularly well in urban environments, where large crowds can quickly form and participate in or witness the event (Maganti).

### 3.2. Role of Technology and Social Media in Enhancing Engagement

Technology and social media have fundamentally changed the way street-level marketing campaigns are designed and executed. These tools play a crucial role in extending the reach of street-level marketing efforts, enabling brands to connect with audiences beyond the immediate physical space. In particular, the integration of smartphones, social media platforms, and digital elements into street-level marketing has transformed passive encounters into active, shareable experiences (Schiniotakis & Divini, 2018). One of the most significant ways in which technology enhances engagement is through real-time interaction. Many street-level marketing campaigns now incorporate digital touchpoints, such as QR codes, augmented reality (AR), or virtual reality (VR) elements, which allow consumers to interact with the brand via their smartphones. For example, a street installation might invite passersby to scan a QR code, directing them to an interactive game or contest hosted by the brand. This type of engagement extends the experience and provides the brand with valuable data on consumer behavior, such as how many people participated, how long they engaged, and what content they shared (Torrens, 2022).

Social media platforms such as Instagram, TikTok, and Twitter are pivotal in amplifying street-level marketing campaigns. These platforms encourage users to share their experiences with a broader audience, turning a local event into a global conversation. For instance, a flash mob performance or a pop-up event in a city center might prompt onlookers to post photos and videos of the experience using branded hashtags, which then trend on social media. This user-generated content serves as organic marketing for the brand, spreading awareness and drawing more people to engage with the campaign (Ana & Istudor, 2019).

Brands also leverage influencers and local personalities to enhance engagement in street-level marketing efforts. By collaborating with popular social media influencers, brands can amplify their street-level campaigns by tapping into the influencer's existing audience. Influencers can help promote events, participate in activations, or simply share the experience with their followers, driving traffic to the campaign and increasing its visibility both on the ground and online (Aro, 2020). The integration of digital elements has also made it easier to measure the success of street-level marketing campaigns. Through social media analytics, brands can track how many people are engaging with their content, how far their campaign is spreading, and the overall sentiment surrounding the experience. This data allows marketers to refine their strategies and better understand what types of interactive tactics resonate most with urban audiences.

### 3.3. Case Studies or Examples of Successful Street-Level Campaigns

Several notable street-level marketing campaigns have successfully harnessed interactive strategies to engage urban audiences and create lasting impact. These case studies illustrate the effectiveness of blending creative approaches with digital amplification to create memorable experiences. One iconic example of guerrilla marketing is Red Bull's Stratos Jump campaign in 2012. Although the campaign culminated in an online event, the lead-up involved a series of street-level marketing stunts that captivated urban audiences. Red Bull-branded installations, street teams, and pop-up events in major cities across the world were used to build anticipation for Austrian skydiver Felix Baumgartner's record-breaking jump from the stratosphere. Red Bull's on-the-ground efforts generated enormous buzz, which translated into widespread social media engagement and global news coverage. This campaign showed how an immersive, interactive approach could be effectively integrated with digital channels to create a global phenomenon (Tiwari, 2022).

Another example of a successful street-level marketing campaign is Coca-Cola's "Share a Coke" initiative. In several cities, Coca-Cola set up vending machines that offered personalized cans of Coke with people's names on them. The campaign encouraged consumers to find vending machines, purchase their customized cans, and share the experience on social media using the hashtag #ShareACoke (Gertner & Rifkin, 2018). This interactive strategy combined experiential marketing (the physical vending machines) with social media amplification, leading to millions of social media impressions and a significant boost in brand engagement (Khan).

In a different approach, IKEA's "Real-Life Series" campaign in 2019 transformed various urban spaces into IKEA showrooms by placing real furniture in public places. The campaign used interactive installations in city centers, bus stops, and other high-traffic areas, inviting passersby to sit, interact, and take pictures of the furniture (Yurt, 2019). The concept was simple but effective: by bringing IKEA's products into public spaces, the brand was able to engage consumers in a tangible way. The installations were widely shared on social media, generating buzz and encouraging urban audiences to visit IKEA stores (Garcia, 2021).

## 4. Challenges and Opportunities in Urban Marketing

### 4.1. Challenges

One of the primary challenges in urban marketing is navigating the regulatory constraints imposed by city governments and local authorities. Street-level marketing often involves utilizing public spaces such as sidewalks, parks, and plazas. However, gaining permission to use these spaces for commercial purposes can be a complicated process, requiring permits, adherence to safety regulations, and sometimes even paying for the use of public property. In certain cities, strict advertising laws limit the types of marketing that can be done in public spaces, making it difficult for brands to execute bold or unconventional campaigns. For instance, street art, a popular guerrilla marketing tactic, is often subject to restrictions in many cities due to concerns about vandalism. Navigating these regulations requires careful planning and collaboration with local authorities to ensure that campaigns comply with legal requirements while still achieving their objectives (Hair, Harrison, & Risher, 2018).

Audience diversity poses another significant challenge in urban marketing. Cities are characterized by their high concentration of people from different demographic, cultural, and socioeconomic backgrounds. This diversity requires marketers to tailor their messages and strategies to simultaneously appeal to multiple audience segments. What resonates with one group may not resonate with another, and a marketing campaign that works in one neighborhood may fall flat in another due to differing cultural values, tastes, and preferences. Crafting a inclusive, culturally sensitive campaign, and relevant to a wide range of people is a difficult balancing act. Additionally, language barriers can add complexity, as marketers may need to communicate their messages in multiple languages to ensure accessibility and understanding (Viswanathan, Sreekumar, & Gau, 2018).

Another major challenge in urban marketing is the measurement of success. Unlike digital marketing, where metrics like clicks, impressions, and conversion rates can be tracked with precision, street-level marketing is more difficult to quantify. While certain tools, such as social media engagement and QR code scans, provide insights into audience participation, it can be hard to determine the direct impact of a campaign on brand awareness, customer loyalty, or sales. Measuring intangible outcomes, such as the emotional connections forged through experiential marketing, requires innovative methods of tracking consumer sentiment and behavior, such as surveys, focus groups, or even AI-powered sentiment analysis on social media (Bosona, 2020).

### 4.2. Opportunities

Despite these challenges, urban marketing presents several exciting opportunities for brands to connect with consumers in meaningful and impactful ways. One key opportunity lies in community involvement. Urban marketing campaigns that authentically involve local communities tend to resonate more deeply with city residents. Brands that partner with local artists, businesses, or influencers to create campaigns that reflect the culture and values of the community can build trust and foster a sense of belonging. For example, a street-level marketing campaign that features a local artist's work or showcases products made by local artisans taps into the pride that residents feel for their city. This approach helps the brand gain acceptance and amplifies its message through word-of-mouth within the community.

Another opportunity in urban marketing is leveraging cultural relevance to create campaigns that speak directly to city dwellers' unique experiences and identities. Urban environments are often hubs of cultural expression, innovation, and diversity, providing brands with a rich landscape of stories, traditions, and trends to draw from. Marketing campaigns that tap into the pulse of the city—whether through references to local landmarks, nods to cultural festivals, or recognition of social movements—are more likely to resonate with urban audiences. By aligning with the local culture, brands can position themselves as authentic and relevant, which is particularly important in urban settings where consumers are constantly bombarded with commercial messages.

Real-time feedback is another significant opportunity in urban marketing. The immediacy of street-level marketing allows brands to interact directly with consumers and receive real-time feedback. This can take the form of face-to-face conversations with brand ambassadors, on-the-spot product demonstrations, or live events where participants are encouraged to share their thoughts and experiences. The ability to adjust messaging or tactics based on immediate feedback is invaluable for marketers. It allows them to refine their campaigns on the fly, enhancing their effectiveness and ensuring they remain relevant to the audience. Moreover, real-time feedback can extend beyond physical interactions, as digital integration—such as social media mentions and online reviews—provides additional channels for consumers to voice their opinions and for brands to gauge the success of their efforts (Mariani & Nambisan, 2021).

### 4.3. Analysis of Current Trends and Innovations

Several current trends and innovations have emerged in urban marketing, reflecting the increasing importance of technology, social consciousness, and personalization in consumer engagement. One prominent trend is blending physical and digital experiences in urban marketing campaigns. Brands are increasingly using augmented reality (AR), virtual reality (VR), and other digital tools to enhance street-level experiences. For example, a brand might set up an AR-enabled billboard in a city square that allows passersby to use their smartphones to interact with the advertisement in real time, creating a more immersive and engaging experience. This blending of digital and physical elements also extends to social media, where campaigns are designed to encourage online sharing and engagement, often using branded hashtags or QR codes that link to exclusive online content.

Another key trend in urban marketing is the focus on sustainability and social responsibility. As urban consumers become more conscious of environmental and social issues, brands are increasingly aligning their marketing campaigns with causes that matter to their audience. This might involve using eco-friendly materials in promotional activities, highlighting a brand's commitment to sustainability, or supporting local community initiatives. For instance, a company might launch a street-level campaign where a portion of sales from pop-up events in urban parks is donated to environmental charities. Consumers are more likely to engage with brands that demonstrate a genuine commitment to positively impacting the world around them, particularly in cities where social activism is often at the forefront of public consciousness (Rosário & Dias, 2023).

Personalization is another trend shaping the future of urban marketing. With advancements in data collection and analytics, brands are now able to tailor their street-level marketing efforts to specific audience segments. By analyzing data on consumer preferences, shopping behaviors, and geographic locations, marketers can create highly targeted campaigns that speak directly to the needs and interests of urban consumers. This might involve customizing marketing messages based on the unique characteristics of a neighborhood or offering personalized promotions to individuals based on their past interactions with the brand. Personalization helps ensure that marketing efforts feel relevant and meaningful to consumers, increasing the likelihood of engagement and conversion.

Innovations in technology and data-driven marketing are also transforming how brands measure the success of urban marketing campaigns. The use of geolocation tracking, for instance, allows marketers to monitor how many people engage with a campaign in a specific location. Similarly, advances in AI and machine learning are making it possible for brands to analyze consumer behavior more accurately, allowing for more precise adjustments to future campaigns. These technologies enhance the effectiveness of urban marketing efforts and enable brands to demonstrate clear return on investment (ROI) to stakeholders, addressing one of the key challenges in street-level marketing (Camilleri, 2020).

---

## 5. Conclusion

The dynamics of street-level marketing, particularly in urban environments, highlight the complexity and potential of engaging with diverse and fast-paced audiences. As explored in this paper, urban marketing thrives on interactive strategies that invite consumers to actively participate in a brand's narrative actively, often creating memorable and emotionally impactful experiences. These strategies, which range from guerrilla marketing and experiential events to flash mobs, capitalize on cities' high-density, culturally diverse settings to reach large, varied audiences. However, the success of street-level marketing is closely tied to its ability to adapt to the unique characteristics of urban spaces.

One central theme is the transformative role of technology and social media in street-level marketing. Digital tools allow brands to extend their campaigns beyond physical spaces, enabling consumers to interact with brands through real-time, shareable content on social platforms. This amplifies the campaign's reach and provides valuable data on consumer engagement. Additionally, community involvement and cultural relevance were identified as crucial factors in building authentic connections with urban audiences, fostering trust, and creating a sense of belonging.

While street-level marketing has clear benefits, challenges such as regulatory constraints, audience diversity, and measuring success pose significant hurdles. Regulatory issues often complicate the execution of public marketing campaigns, while diverse urban audiences demand nuanced, inclusive strategies. Moreover, accurately measuring the impact of street-level campaigns, particularly in terms of intangible factors like emotional resonance, requires innovative approaches.

### 5.1. Recommendations for Businesses and Marketers

Given the insights gathered, several recommendations can be made for businesses and marketers looking to engage urban audiences through street-level marketing:

Marketers should adopt a blend of physical and digital approaches. While street-level marketing is inherently physical, integrating digital tools such as augmented reality (AR) or QR codes can enhance engagement and extend the campaign's reach. By encouraging consumers to interact with campaigns through smartphones or social media platforms, brands can amplify their impact and track engagement more effectively. For example, branded hashtags or geo-tagged posts can help campaigns gain visibility and provide data on consumer interactions.

Urban audiences are diverse, and one-size-fits-all approaches often fall flat. Brands should develop culturally sensitive and relevant campaigns for the local community. This could involve collaborating with local artists, influencers, or community leaders to create campaigns that resonate more deeply with specific neighborhoods or cultural groups. A localized approach increases engagement and builds trust and credibility within the community.

With urban consumers increasingly valuing brands that demonstrate social and environmental responsibility, businesses should incorporate these values into their street-level marketing efforts. Campaigns that align with social causes, support local initiatives, or use eco-friendly materials can enhance brand reputation and foster a deeper emotional connection with the audience. For example, a street-level campaign highlighting a company's commitment to sustainability through its product offerings or practices will likely resonate with environmentally conscious consumers.

Personalization is becoming an essential element of modern marketing. Marketers should use data analytics to understand their urban audience's preferences, behaviors, and needs. This allows for more targeted campaigns that speak directly to consumers or specific demographic groups. Personalization can be as simple as tailoring messages to the characteristics of a particular neighborhood or offering personalized incentives based on past consumer interactions.

Marketers should use the opportunity to engage with urban audiences in real-time, gathering feedback and adjusting campaigns accordingly. Whether through on-the-ground interactions or monitoring social media responses, brands can refine their strategies on the fly to better align with consumer preferences. Real-time feedback also helps marketers measure campaign success more accurately, allowing them to make data-driven decisions that optimize future marketing efforts.

---

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

---

## References

- [1] Alrabeeah, S. H., & Jaramillo, A. (2018). The impact of guerrilla marketing campaign on consumer behavior of the young women in Saudi Arabia. *Journal of American Science*, 14(12), 43-70.
- [2] Ana, M.-I., & Istudor, L.-G. (2019). The role of social media and user-generated-content in millennials' travel behavior. *Management dynamics in the knowledge economy*, 7(1), 87-104.
- [3] Aro, R. (2020). Influencer marketing for a small business owner: Planning an influencer marketing campaign.
- [4] Batat, W. (2019). *Experiential marketing: Consumer behavior, customer experience and the 7Es*: Routledge.
- [5] Bosona, T. (2020). Urban freight last mile logistics—Challenges and opportunities to improve sustainability: A literature review. *Sustainability*, 12(21), 8769.
- [6] Camilleri, M. A. (2020). The use of data-driven technologies for customer-centric marketing. *International Journal of Big Data Management*, 1(1), 50-63.
- [7] Cleave, E., & Arku, G. (2020). Immigrant attraction through place branding? Evidence of city-level effectiveness from Canada's London. *Cities*, 97, 102502.
- [8] Cohen, N. (2021). *Policy entrepreneurship at the street level: Understanding the effect of the individual*: Cambridge University Press.
- [9] Embry, C. S. (2019). *Communication Infrastructure Theory: A Rural Application*: University of Arkansas.
- [10] Garcia, V. (2021). The Customer Experience in the Product After-Use Phase: A case study of the IKEA second-hand store. In.



- [11] Gertner, D., & Rifkin, L. (2018). Coca-Cola and the fight against the global obesity epidemic. *Thunderbird International Business Review*, 60(2), 161-173.
- [12] Ghosh, S. Digital Marketing in the Globe–A Historiographic Analysis.
- [13] Hagues, R., Stotz, S., Childers, A., Phua, J., Hibbs, J., Murray, D., & Lee, J. S. (2018). Social marketing nutrition education for low-income population. *Social work in public health*, 33(5), 317-328.
- [14] Hair, J. F., Harrison, D. E., & Risher, J. J. (2018). Marketing research in the 21st century: Opportunities and challenges. *Revista Brasileira de Marketing*, 17(5), 666-699.
- [15] Khachatryan, L. (2019). *Identifying the attributes of successful small apparel businesses in Armenia*.
- [16] Khan, I. *A Study of sales promotion of coca cola*. Rashtrasant Tukadoji Maharaj Nagpur University,
- [17] Kickert, C. (2021). What's in store: prospects and challenges for American street-level commerce. *Journal of Urban Design*, 26(2), 159-177.
- [18] Laitinen, I., Kinder, T., & Stenvall, J. (2018). Street-level new public governances in integrated services-as-a-system. *Public Management Review*, 20(6), 845-872.
- [19] Levinson, J. C., Frishman, R., & Lublin, J. (2020). *Guerrilla Publicity: Hundreds of sure-fire tactics to get maximum sales for minimum dollars*: Morgan James Publishing.
- [20] Levinson, J. C., Myers, J., & Kimble, M. (2021). *Guerrilla Marketing Volume 1: Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success*: Morgan James Publishing.
- [21] Maganti, S. EMPOWER THE BRAND-RATIONALE BEHIND GUERRILLA MARKETING.
- [22] Mariani, M. M., & Nambisan, S. (2021). Innovation analytics and digital innovation experimentation: the rise of research-driven online review platforms. *Technological Forecasting and Social Change*, 172, 121009.
- [23] Mars, R., & Kohlstedt, K. (2020). *The 99% invisible city: A field guide to the hidden world of everyday design*: Houghton Mifflin.
- [24] Morales, A., & He, A. (2022). Relating street-level practices in marketplaces to ever-changing social institutions. In *Making Citizenship Work* (pp. 176-190): Routledge.
- [25] Okcuoglu, T. (2019). Imagining Public Space in Smart Cities: A Visual Inquiry on the Quayside Project by Sidewalk Toronto. In: Malmö universitet/Kultur och samhälle.
- [26] Orgill, M., Gilson, L., Chitha, W., Michel, J., Erasmus, E., Marchal, B., & Harris, B. (2019). A qualitative study of the dissemination and diffusion of innovations: bottom up experiences of senior managers in three health districts in South Africa. *International journal for equity in health*, 18, 1-15.
- [27] Out, D. (2022). Waffle House Precursors. *Smothered and Covered: Waffle House and the Southern Imaginary*, 27.
- [28] Rosário, A. T., & Dias, J. C. (2023). How has data-driven marketing evolved: Challenges and opportunities with emerging technologies. *International Journal of Information Management Data Insights*, 3(2), 100203.
- [29] Roux, T. (2020). Does the guerrilla win, if he does not lose? Advertising media practitioners' views on guerrilla marketing challenges and potential negative consequences. *Journal of Public Affairs*, 20(2), e2007.
- [30] Schiniotakis, N., & Divini, K. (2018). Guerrilla marketing in social media: The age of marketing outside the box. *Journal of Digital & Social Media Marketing*, 6(1), 75-86.
- [31] Tiwari, M. (2022). Chapter-19 Experiential Marketing: Engaging Audiences through Immersive Experiences. *Marketing Mastery: Strategies for Captivating Audiences*, 212.
- [32] Torrens, P. M. (2022). Smart and sentient retail high streets. *Smart Cities*, 5(4), 1670-1720.
- [33] Van Oorschot, J. A., Hofman, E., & Halman, J. I. (2018). A bibliometric review of the innovation adoption literature. *Technological Forecasting and Social Change*, 134, 1-21.
- [34] Vanleene, D., Voets, J., & Verschuere, B. (2020). The co-production of public value in community development: can street-level professionals make a difference? *International Review of Administrative Sciences*, 86(3), 582-598.
- [35] Viswanathan, M., Sreekumar, A., & Gau, R. (2018). Evolving and expanding marketing to address challenges and opportunities in BoP markets: Looking back and forward. *Bottom of the pyramid marketing: Making, shaping and developing BoP markets*, 3-27.
- [36] Yurt, C. (2019). *Analysis of sustainable living experiences through product range and home furnishing knowledge: The case of IKEA*. İzmir Ekonomi Üniversitesi,
- [37] Zarco, C., & Herzallah, D. (2023). Guerrilla Marketing in the 21st Century: A Systematic Analysis of the Discipline Through a Literature Review, a Taxonomy, and Identification of the Most Relevant Variables.