

Sound Here.com Prepares their Brand Ambassador Postering Street Team Services for SXSW 2020

Event Experiential marketing staff



Austin, Dec 17, 2019 ([Issuewire.com](https://www.issuewire.com)) - Sound Here.com, yet again, prepares their Brand Ambassador Postering Street Team services for SXSW 2019 & upcoming events like NASCAR and many other relevant conferences in the Film, Entertainment and Music space!

2020 ushers in a new variety of tech that is needed in the toolbelt of the Soundhere.com firm to make sure they are viable and futureproof.

2020 also shows a need for companies to be in higher compliance with PII and the California CCPA act that will make data collection and opting with additional needs in data collection.

Through flyering services, posting posters here and there and everywhere, to product demonstrations and data collection... The team is geared up with newer technologies that have been fine-tuned for 2020s new decade of marketing needs to make campaigns more affordable and trackable for accountability.

It may be wicked cold in a lot of places in the northeast as arctic blasts & gusts are sweeping across the USA, but in Austin Texas, another January is here which means many companies are getting more

focused on their 2020 SXSW trek to the Mecca of Media needs...

New feature films, new categories of music, new mobile apps and AI and Augmented reality-type technologies flood the area to an audience that craves inspiration and welcomes to sample what is to come in the future.

For [Sound Here Brand Ambassador Services](#) this embarks and marks a busy season and a turn into the new year with getting their street team & brand ambassador crews ready for the mega-festival season run.

Though the team stays present in Austin throughout the year they do other focus cities like NYC, Orlando, Dallas, LA, DC (and the DMV), Daytona, Nashville and many other cities across the US year-round for automakers, popular video game symphony tours and other major film and recording artist releases. The Company has a well-built network of talent and local captains in each market to help oversee a well-rounded venture in advertising grass-roots style.

In 2019, over 20,000 posters were put up around the city of Austin by SoundHere's crew, giving high traffic visibility to the brands they represented.

17 years of SXSW street team marketing has taught the founders of Sound Here Street & Brand Ambassador Services a valuable lesson:

Each year is different. Each year has its success measurements and each year the city of Austin opens up its streets to a whirlwind of corporate suites, beatniks, hip-hoppers, rockers, tech nerds, filmmakers and film buffs ... all scavenging and sorting through their SXSW guidebooks & looking for the next thing to invest in or use as a viable resource to help everyday lives and business ventures.

When Sound Here's street team and ambassadors are on the streets of Austin, they know how to effectively communicate with people in a distinctive and articulate manner. This is often wielded with the tools of the trade and make sure the campaign has a tight and well thought through a call to action to make sure that a brand is getting the proper attention, while still making sense for the target audience to take a gander and not feel their valuable time is wasted.

[Soundhere](#) has its own print shop (*In house*) where the preparations of printing posters, banners, signs, walls for venue space and screenprint all make the January into Feb into March ... right up to the first day of SXSW many round the clock setup days. So what's really cool about their work is that they can create a custom uniform to fit the occasion through digital printing, screen print or embroidery. SoundHere's [Print shop is under the umbrella of Produced by Deuce, LLC](#)

If the printing & organizing of the event marketing staff isn't enough, their graphic design, coders, and researchers are also mapping out the best way to execute in creative ways to connect and capture new audiences for their clients using their proprietary logging app and structuring the best strategies to hit the SXSW streets of Austin. From creating creatives and visual call to actions to actually building out the response IVR systems, text messaging and data capturing sources using tablets or other effective ways in the market.

Experiential guerrilla marketing brands is a wonderful task that takes many hours of strategizing with the team.

Some of the types of campaigns directly are geared for :

Film promotion and screening support

The Start up Village pitches to make an impression on the Judges

Music showcase promotion

Brand Sampling and demonstrations

Mobile App Promotion

Event staffing assistance

& many other uses

Brand ambassador sampling and working the trade show extends many thousand feet from the walls of the convention center. It permeates into the city where a myriad of wonders on the street is being presented. SXSW marks a mecca of many people trying to make it with their brand, band or film and get to the masses effectively. As an [SXSW event brand ambassador staffing company](#), Sound Here has participated and observed a variable changing climate.

Each SXSW branding season presents many last-minute thinking clients to band together and make something work and scrambling to find a service that may seem simple as posting posters around the hot spots or passing out flyers at relevant film, music and business hubs.

At the end of the day, the founders of Sound Here have expressed that many of their clients are direct marketing relationships, where others are valuable alliances with other major marketing agencies that do not have the grassroots guerilla marketing assets within their firm. Sound Here is known as an Agency's agency and has no problem wearing the hat of another company and letting them take all the credit.

Sound Here has published a free street team and ambassador idea book that is available on their site upon request: <https://soundhere.com> or by *calling or texting 512-831-3661 (yes this business can be texted !)*





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Source : Produced by Deuce, LLC

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