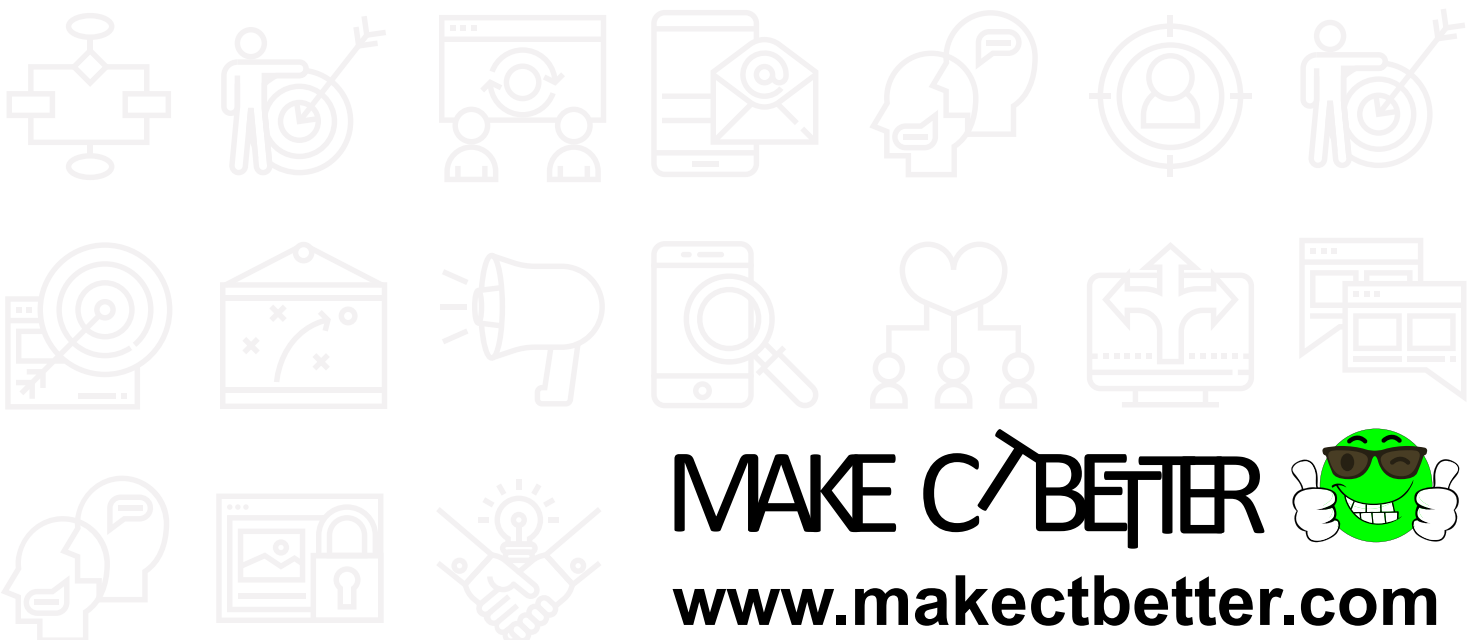




BRAND-AID



14 STRATEGIES FOR BRAND AWARENESS



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STRATEGIES FOR BUILDING BRAND AWARENESS

When a brand is so familiar that we often substitute the name of the brand for the common name of the product (like Coke for Cola), the brand has become a proprietary eponymous. Imagine your brand so familiar to people that people use the name of your brand to mean the generic term for the product!

This is brand awareness at its highest level. Although most of us may not reach the level of proprietary eponymous, we at least want people to know who we are when they see our brand. We want people to remember who we are and what we do.

The most common way to build brand awareness has been the use of display ads. These are still being used in the days of the information age because they tend to generate more clicks. However, there are other ways you can get your brand in front of people's faces besides just using a display ad.

You won't become a familiar brand overnight, but there are ways to build brand awareness over time that will make you a lasting memory in people's minds. The following are 14 ways you can build your brand and make a lasting impression on consumers.

That said, here are 14 strategies that will have you well on your way to becoming an established brand:

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1. Give Your Brand Unique Personality

Nothing sets you apart from the rest of the competition like good ole fashioned humor or some other unique approach to promoting your brand. If your industry allows room for humor, then go for it because it will make a lasting impression on consumers.

2. Freebies

Who doesn't love freebies? Put your brand on pens, coffee mugs, koozies, keychains, etc. to get your brand in front of freebie lovers at local events.

3. T-Shirt Marketing

People love t-shirts—especially ones that have logos. And what better way to satisfy this crave for t-shirts in the modern wardrobe than to make people aware of who you are? T-shirt marketing is a great place to start when it comes to establishing brand awareness because it's cost-effective and the campaign lasts a very long time.

4. Impressive Guest Content

Producing great content is a great way to get people to know your brand. However, if people are unaware of your brand, you can give them a head start by guest posting on other people's blogs.

5. Event Marketing

There are so many ways you can do event marketing. Which makes it a very creative brand awareness tool. It's one thing for people to come to your store or visit your website, but they don't get to see you host special events every day. With the right amount of advertising, you will be able to generate a crowd of people who never knew what you were about until this event.

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6. Local Partnerships

Want to really let people know who you are in your area? Then you may want to consider local partnerships. This strategy works for larger businesses also, but it's a jewel for local businesses to join forces—especially when the businesses are from two completely different industries.

So, why not sponsor a local sports team or become a charity event sponsor? There's nothing that says here I am more than seeing your logo all over the place at public events!

7. Social Media Contests

Run a social media contest; it's a great way to get users to share your contest posts and get more users familiar with your brand.

8. Social Focus

Know what social media platforms are more compatible with your business. There are several options out there, but you will soon find that it's virtually impossible to dedicate time to all of them equally.

Also, you will soon find out that not all platforms will work for your kind of business. However, once you find the one that seems to work well with your business, make sure you devote most of your social media marketing to that platform.

For example, if your business deals a lot with photos or video's Instagram will be a great platform for you. If you're into listicles for your blog, Pinterest will be a great platform for you.

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For the writer, Tumblr and Facebook are great. For public figures, social focus doesn't mean you completely abandon the other platforms. It just means focus on the one that works best for you.

To determine your best platform, do some analytics to see which social media platform is generating the most traffic.

9. Pro Storytelling

If you're looking to really be set apart from your competition, then do some storytelling. Emotionally engaging stories that resonate within your users are certain to make your brand one they will never forget.

10. Podcasts

You can create a podcast where you discuss topics within your industry or where you conduct interviews with competing industry experts. It helps you to network with like-minded business owners, and it's a good way to build your brand.

Even celebrities take advantage of the brand-building power of podcasting—especially when they want to maintain relevancy with the next generation of fans. However, the downside to using this method is discovering if your industry has already saturated the podcasting method—much like marketing, economics, and life coaching.

11. Remarketing Campaigns

Remarketing is when you market to users you've already reached through marketing, but the users didn't convert to sales. When you engage in remarketing, your ads appear all over the internet on sites these users frequent.

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This is a very powerful brand-building tool because it puts your business in people's faces every time they are on the web—be it their favorite blog, favorite social media site, favorite online store, etc. Your presence being everywhere gives the appearance that your brand is a lot bigger than it may actually be, which will increase the likelihood of conversion.

12. Influencer Marketing

Guest posting makes you a thought leader to help build your brand, and influencer marketing allows other thought leaders in other niches to endorse your brand.

Think about influencers who are in niches that could work well with yours. The goal is to find complementary businesses that will endorse you—not businesses that naturally compete with you. Make it a mutual partnership by endorsing the influencer's brand to make the relationship a win-win.

13. Infographics

An infographic is a vibrant and creative way to share marketing information. These visual aids are loaded with meaningful content that is shared on many websites, which makes infographics an ideal technique for building brand awareness.

14. Car Wraps

Much like how the T-shirt is considered a walking advertisement, the car wrap is a traveling advertisement. Like logo T-shirts, car wraps get a lot of attention. And every time you go somewhere in the vehicle, people will gain familiarity with your brand. You can choose to wrap your personal vehicle or your company vehicle. Don't crowd your wrap with writing that most people can read. Make sure you design your wrap with colors, logo and artwork that attracts people.

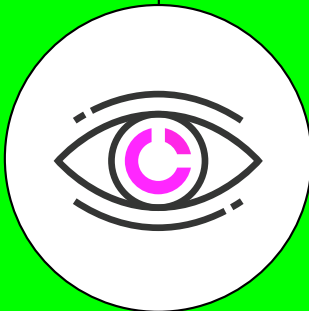
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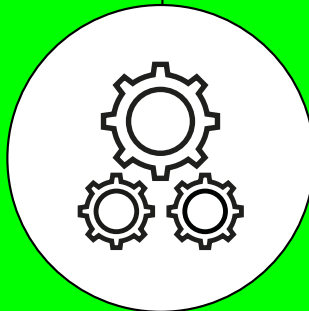
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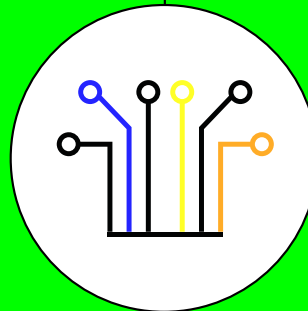
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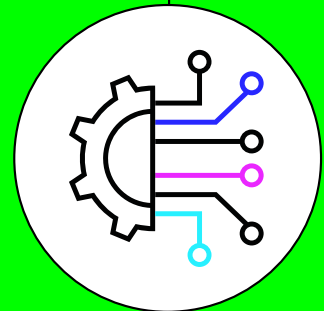
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