



HOW TO INCREASE BRAND EXPOSURE

Pawsome Pet Events Blog
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How to increase your brand exposure

In today's market, brand exposure is an important part of your marketing strategy. Letting your leads see who you are as a company and get familiar with your business name and what you stand for is a key part of building trust.

By building trust, you can easily nurture your leads all the way through your funnel to conversion and beyond.

In this informative guide, you'll learn

- How branded content helps to increase exposure
- What HARO is and how to use it to your advantage
- What to look for when partnering with influencers
- How to use affiliate marketing to increase exposure
- How to successfully collaborate with other brands
- And more!

Brand exposure increases awareness and awareness is the first stage of your marketing funnel. Using these easy ways to increase your brand exposure, you will skyrocket your awareness and the leads will come pouring in.

What's the Difference?

Brand exposure is a very simple concept. Basically, you're exposing your brand to people with the goal of familiarizing them with your name, who you are as a company, and the products you offer.

Why is Brand Exposure Important?

- It keeps your brand at the forefront. When people become familiar with your brand, it increases their comfort with it and builds trust. Then, when it comes time to make a purchase, they are more likely to choose you over your competitors.
- It helps achieve your goals and objectives. Brand awareness helps to expand your audience, drive organic traffic, cultivate leads, and build loyalty.
- It casts a wide net for the top of your funnel. Brand awareness campaigns let people know what you have to offer and then it pulls in the ones that are truly interested so they can be nurtured to conversion.

How Brand Exposure Helps Your Business

- Increase market share and sales. Performance marketing goals, like leads and sales, are often driven by brand awareness. As people become more aware of your brand, you drive more conversions and become more dominant in your market.
- Scale content across new channels. Brand awareness campaigns can help you to reach new audiences and feed the top of your funnel from different platforms. Investing in brand awareness will bring more opportunities for you to grow your lead generation and energize your marketing strategies.
- Improve brand perception. Brand awareness not only helps to shape what people know about your business but can also change how they think about it as well.
- Build audience data. With a wide-reaching awareness campaign, you can collect valuable data regarding your audience and target market. Having this data will allow you to segment your audience, create retargeting strategies, and optimize your marketing strategy for future campaigns.

1. Content Marketing

Brand awareness isn't just making sure the audience knows the name of your brand, but it's also helping them to understand what makes your brand unique. To create this distinction, your content should tell the audience what sets your brand apart from the competition.

Establish Your Brand's Authority and Expertise

The content does not have to mention your product or even hint at a sales pitch in order to be highly effective for brand awareness. The goal of this type of content is to share knowledge and to resonate with your audience as an authority in the subject.

Quality Content Builds Trust

Consumers today don't seem to like brands that only have an interest in selling to them. They don't really respond to the sales pitch of days gone by. They have access to so much information now that they are able to research products and brands and make decisions based on aligned values and trust.

Develop Your Brand Personality

Increase Brand Exposure

- In order to have your brand personality working for your brand awareness, it's critical that you:
 - Clearly define your brand
 - Establish your mission
 - Provide value
 - Develop a consistent voice
 - Specify a content strategy that pulls it all together

Expand Your Audience

When you publish content about topics that you know your audience is interested in, your site will come up in searches for keywords that your customers are looking for. This is a great way to boost your SEO, which will increase your rankings in search engine results, thereby getting even more exposure.

Build Customer Loyalty

Fortifying the relationships that you've created with your customers is a very important aspect of building your brand. When customers feel loyal to your brand, they are much more likely to recommend it to others.

Don't Underestimate Organic Search

- Your brand can get a ton of exposure just through consumers finding you in an organic search. Even if they don't click on your link every time, if they keep seeing your name pop up when they search for the things they're interested in, they will start to get comfortable with it.

When it's familiar, and it's time to make a purchase, they may come your way.

2. HARO AND QWOTED

HARO stands for Help a Reporter Out and it is a great way to get a ton of exposure for your business and/or products and services.

QWOTED is a media opportunity awaiting your expertise and ideas.

What is HARO?

HARO is a website service that connects journalists with sources for stories they are looking to write. For example, if a journalist or publisher has an article idea but is having a hard time getting expert insight or facts for the article, they can create a HARO request to find someone to help them.

How HARO Helps Build Brand Exposure

- Thought leadership. Commenting on a story as an expert in the industry helps to establish you as a thought leader. Oftentimes, when you're featured in publications that are well-known and respected in your industry, the journalists will start coming to you for comments.
- Backlinks. Luckily, when a journalist mentions you in a publication, it not only builds your exposure but generally also includes a backlink to your website. The more relevant, quality backlinks you get, the more authority search engines will assign to your website.
- Building relationships. Once a journalist has used you as a source, they will probably reach out to you again for similar stories in the future.

5 Steps to Using Haro AND QWOTED

- Now that you are aware of what a great tool HARO can be for getting more exposure for your business, you probably want to get started. Follow our five steps to get a great start:
 - Set up an account.
 - Start discovering opportunities.
 - Follow best practices for responding to HARO queries.
 - Monitor.
 - Share.
 - Same for QWOTED

3. Partner with Influencers

Influencer marketing can be a smart move for increasing brand exposure. However, you will need to know a little bit about influencer marketing and how to track your ROI to ensure that you're getting your money's worth.

Mega, Macro, Micro, and Nano

- Today, there are basically four different types of social media influencers:
 - Mega: 1 million + followers
 - Macro: 100,000 - 1 million followers
 - Micro: 10,000 - 100,000 followers
 - Nano: 10,000 followers or less

Brand Representatives

Once you've decided on the level of influencer you think will work best for your goals, you can start reaching out to find people who are willing to be a brand representative or brand ambassador.

Product Reviews

Another option is to send free products to bloggers and influencers in exchange for a one-time promotion such as a blog post or social media post.

Sponsored Posts

If you have a bit of money to spend, consider sponsored posts as a way to get more exposure for your brand.

4. Start an Affiliate Program

Digital marketing is great, but word-of-mouth advertising is still one of the best ways to get the word out about your product or service.

What is Affiliate Marketing?

At its core, affiliate marketing is a partnership between a company and a marketer. Now, the marketer could be a blogger, influencer, or anyone who has an online presence and thinks they can market your product to their audience.

5. Collaborate With Other Brands

Collaborating with other brands is a great way to grow awareness of your brand. What you're looking for here is another business within your niche that sells a product that is complementary to yours.

Finding Brands to Team Up With

Work with brands that serve target audiences similar to yours.

Finding Ways to Collaborate

- Contests and Giveaways. This is actually one of the most popular ways to collaborate with another brand. Be creative as you think of ways you could run this. Maybe you can run a drawing on social media or do a photo contest.
- Be sure all of the brands involved are tagging each other so you can expand your reach and broaden your audience.

Manage Expectations

Ensuring that everyone knows what to expect and what their role is in the collaboration is vital to its success.

6. Increasing Exposure with Guest Posts

Guest posting is a tremendous way to position yourself as an expert in your field and expand your brand exposure.

Finding a Blog to Guest Post on

Increase Brand Exposure

Do a little research on the other blogs in your niche. You'll want to stay within your niche because as usual, you need to share a similar target audience. Figure out what types of posts they already have and what you might be able to add that would benefit their audience.

How Does This Increase Awareness?

By guest posting on another blog, you get to expose your expertise to an entirely new audience.

The Top of the Funnel Awaits

Remember, awareness is at the top of your sales funnel.



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