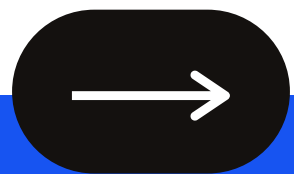


startup marketing

# Driving awareness



# Agenda

1

Importance of  
Brand  
Awareness

2

How to Build  
Brand  
Awareness

3

Brand  
Awareness  
Strategy

4

How to  
Increase  
Brand  
Awareness

5

How to  
Measure  
Brand  
Awareness

6

Brand  
Awareness  
Examples

## What is brand awareness?

**Brand awareness represents how familiar your target audience is with your brand and how well they recognize it. Brands with high brand awareness are generally referred to as 'trending,' 'buzzworthy,' or simply 'popular.' Establishing brand awareness is valuable when marketing and promoting your company and products, especially in the early stages of a business.**



Why is brand awareness important?

**Brand awareness fosters  
trust.**

A person's silhouette is shown from behind, looking at a wall covered in various sticky notes and diagrams. The scene is dimly lit, with the person's head and shoulders in shadow against the lighter wall. The sticky notes and diagrams are scattered across the wall, some with lines and boxes, suggesting a brainstorming or planning session.

**Why is brand awareness important?**

**Brand awareness creates  
association.**

**Why is brand awareness important?**

# **Brand awareness builds brand equity.**

- **Higher prices due to higher perceived value**
- **A higher stock price**
- **The ability to expand business through product or service line extensions**
- **Greater social impact due to brand name value**

# How to Build Brand Awareness

1

Be a person,  
not a  
company.

2

Socialize

3

Tell a narrative.

4

Make sharing  
easy

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Driving Awareness

# Be a person, not a company.

To leave an impact with your audience, you've got to define yourself as more than a company that sells stuff.



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# Socialize

Post on social media about things unrelated to your product or services. Interact with your audience by asking questions, commenting on posts, or retweeting or sharing content you like. Treat your social accounts as if you were a person trying to make friends, not a business trying to make money.



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### **Tell a narrative**

Storytelling is an incredibly powerful marketing tactic, whether you're marketing products or promoting your brand



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# Make Sharing Easy

If you make it easy to post about your stuff, consumers will raise brand awareness for you by simply clicking “Share”.



# Brand Awareness Strategy

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1

Guest blog on  
other niche  
websites

2

Try co-  
marketing

3

Advertise  
anywhere

4

Hire a face or  
create a mascot  
for the company

5

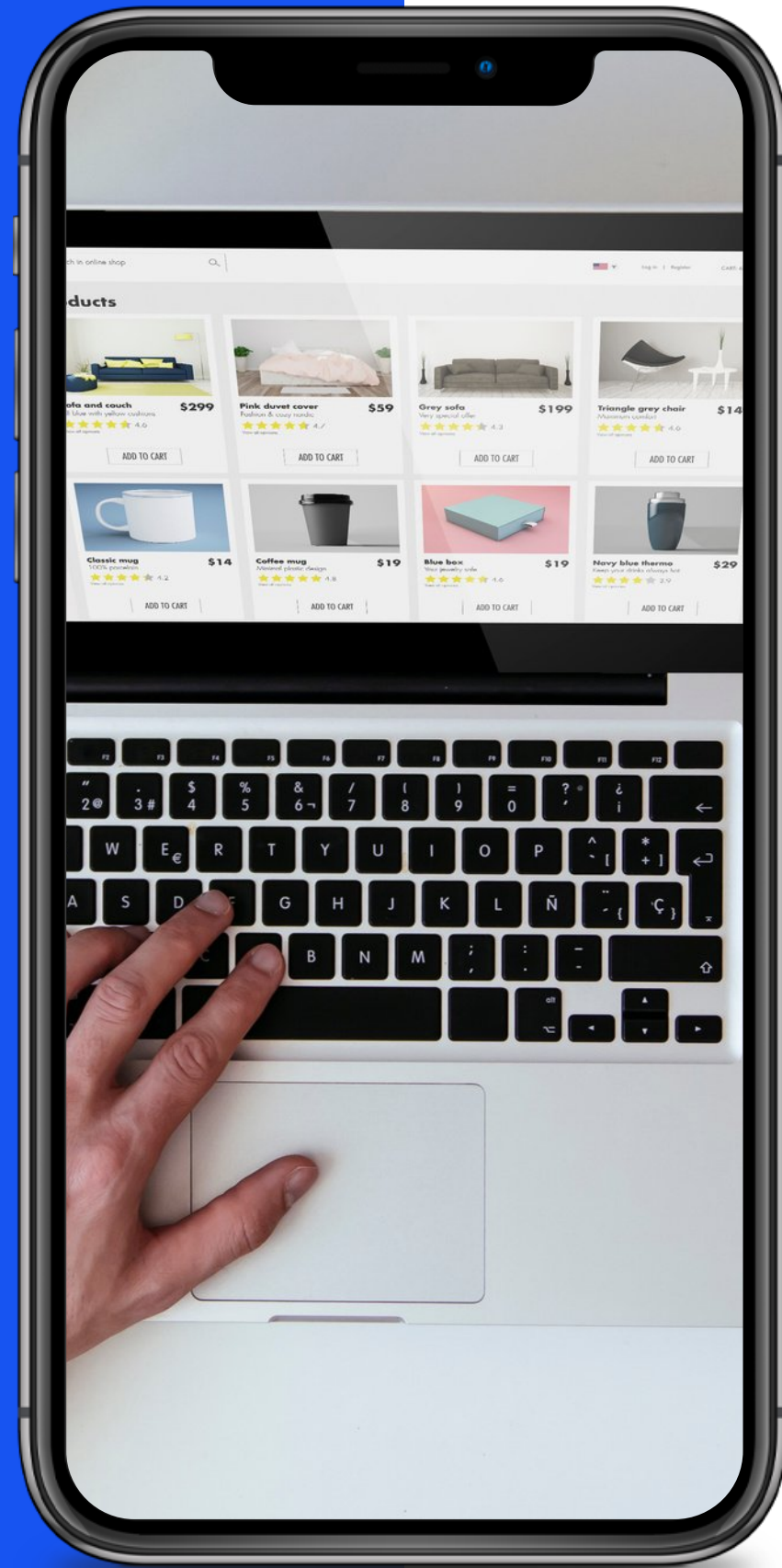
Choose an image or  
symbol that  
represents you

6

Create short,  
catchy slogan

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# Building Brand Awareness

## Guest blog on other niche websites

Guest blogging is one of the best ways to increase brand awareness with minimal effort

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# Building Brand Awareness

## Try co-marketing

Co-marketing is an excellent way to build brand awareness – not only because you'd be taking advantage of another brand's audience but because it can highlight who you are and what you offer in the marketplace.

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# Building Brand Awareness

## Advertise everywhere

You might consider starting with online advertising, which includes paid social media and PPC

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# Building Brand Awareness

## **Hire a face or create a mascot for the company**

This allows you to not only humanize your brand, as mentioned in the previous section, but give a sense of the friendly and knowledgeable service customers can expect to receive

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# Building Brand Awareness

**Choose an image or symbol that represents you**

Nike is not even Nike anymore. It's a check mark. The moment you see that check mark, you know it's Nike. Or how about McDonald's yellow "M"? Or Apple's bitten apple?

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# Building Brand Awareness

## Create a short, catchy slogan

Extending the Nike example, you think of the brand immediately when you hear “Just do it.” Creating a short motto or slogan is a cornerstone of a strong brand awareness strategy and is an easy and simple way to increase brand awareness.

# How to increase brand awareness?



1 Offer freemium

2 Create free content

3 Sponsor events

4 Give your brand a personality

5 Produce a podcast

# OFFER FREEMIUM

Typeform

Solutions ▾

Templates ▾

Integrations ▾

Resources ▾

Pricing

Enterprise

Careers

Log in

Sign up

## There's a better way to ask

You don't want to make a boring form. And your audience won't answer one. Create a typeform instead—and make everyone happy.

Get started - it's free

- ✓ No credit card required
- ✓ No time limit on Free plan

Type your question here...

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Driving Awareness

# Create free content

Nowadays, creating content is easier than ever ... which is a good thing because today's consumers turn to the internet for any and all questions, concerns, and DIY projects.



# SPONSOR EVENTS



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Driving Awareness

# Give your brand a personality

This is a great strategy when mixing your traditional marketing campaigns with brand awareness campaigns. They don't always have to be one in the same, but they definitely can be.



## Strtup Marketing

Driving Awareness

# Produce a podcast

More than one-third of Americans 12 and older listen to podcasts regularly. There's no doubt podcasts play an important role in our lives ... and marketing efforts.



# How to measure Brand Awareness



## Quantitative Brand Awareness Measures

- **Direct traffic**
- **Site traffic numbers**
- **Social engagement**



## Qualitative Brand Awareness Measures

- **Searching Google and setting up Google Alerts**
- **Social listening**
- **Running brand awareness surveys**

# BRAND AWARENESS EXAMPLES

## HubFans



Software ▾

Pricing

Resources ▾

## HubFans: HubSpot's Advocacy Program

Are you a HubSpot fan? Get recognized and rewarded for sharing your love and knowledge of HubSpot!

Join



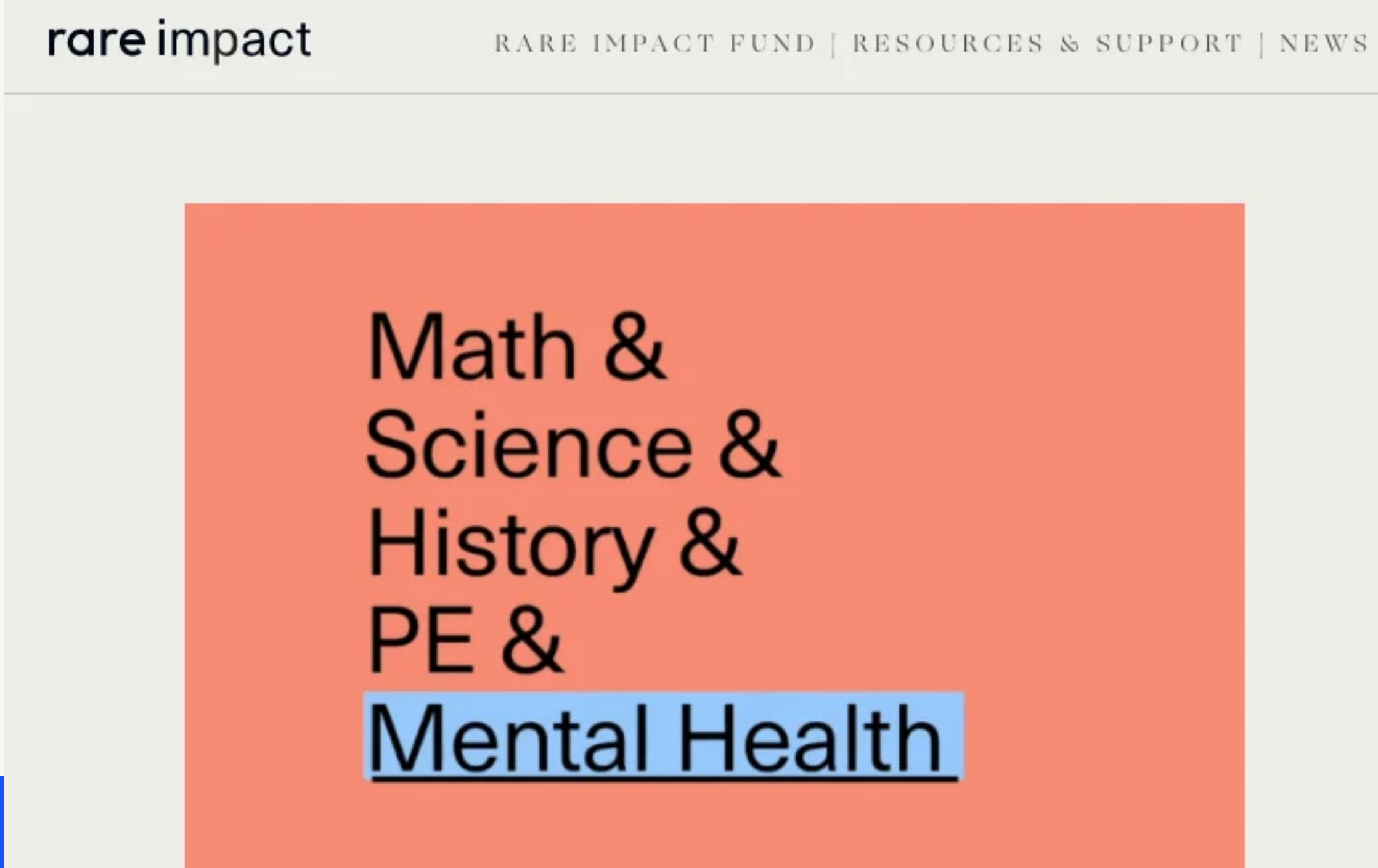
# BRAND AWARENESS EXAMPLES

Apple



# BRAND AWARENESS EXAMPLES

## Rare Beauty's Mental Health 101



# BRAND AWARENESS EXAMPLES

## Coca-Cola Share a Coke

store Custom Bottles Goods Apparel Gifts & Occasions Sale Featured Search for...

COVID-19 SHIPPING ADVISORY | Free Shipping on Orders \$75+

Home > Personalized 8 fl oz. glass bottle of Coca-Cola

**STEP 1**  
Select your favorite brand.

**STEP 2**  
Pick a special occasion or theme.

**STEP 3**  
Customize your bottles with a name or phrase of your choice!

Personalized 8 fl oz. glass bottle of Coca-Cola  
**\$6.00**


1. Select your favorite brand

# BRAND AWARENESS EXAMPLES


## Beauty Bakerie Matte Lip Whip

ABOUT FOUNDATION FINDER BLACK LIVES MATTER

*beauty bakerie.*



**GINGERSNAP**  
MATTE LIP WHIP



[View Out of Stock shades](#)

- 1 + **ADD TO CART**

[Easy Payments With afterpay](#)

If you're wanting to "spice" things up a bit, Gingersnap is what you need. If you're looking for a touch of color, Gingersnap can vary slightly depending on your skin tone. Get creative and let us see using #Caug

**3.5 mL**

**BENEFITS** **BAKING TIPS**