

# WHAT IS BRAND AWARENESS?

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# BRAND RECOGNITION VS BRAND AWARENESS

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Brand awareness is all about what the mind state your ideal clients enter when they see or hear your company's name.

# The importance of brand awareness

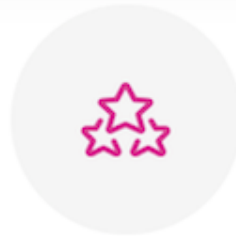
## **BRANDING** BENEFITS



Customer  
Recognition



Customer  
Loyalty



Credibility



Gives  
Confidence



Consistency



Brand Equity



Attracts  
Talent



Allows  
Shared Values

# How to build brand awareness

Create a custom hashtag for Instagram.

Participate in or sponsor local events.

Post regularly to social media using your brand voice.

Run display ads on the Google Display Network

# Strategies and examples of building brand awareness

Referral programs

Impressive guest content

Infographics

Freemium with credit

Local partnerships

Car wraps

Freebies

Social media contests

Social focus

LinkedIn publishing

Pro story telling

Unique personality

Podcasts

PPC advertising

Remarketing campaigns

Paid social advertising

Controversy

Influencer marketing