

How to Increase **Brand Awareness** with Limited Resources

Tips on increasing Brand Awareness

an ebook by- Delhi School Of Internet Marketing



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WHAT IS BRAND AWARENESS ?



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Brand awareness is the extent to which potential customers recognize a brand. It is usually expressed as a percentage of target market. It happens to be the main objective of advertising especially when a product is introduced

The ultimate goal of any business happens to be revenue generation. You put in all your effort and time to increase sales and income. Every business owner wants the same to attract new customers to their product and encourage repeat purchases. This is where pops up the idea of brand awareness

For doing anything that we talked just now you first of all need to generate brand awareness among the people to turn them into potential customers and finally customers. If your brand is well-known and easily



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recognizable, it means that you have achieved successful brand awareness for your business. You need to generate brand awareness about your product and services in order to distinguish them from other similar product & services and competitors.

It is essential to create reliable brand image, slogans and taglines in order to create brand awareness. Not just that you also must have a consistent brand message that you want to communicate. Strong brand awareness implies high sales and high market share.

Brand awareness helps consumers to become acquainted and familiar with a brand and distinguish it from others in the market



“

If your brand is well-known and easily recognizable, it means that you have achieved successful brand awareness for your business. ”



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WHY BRAND AWARENESS IS IMPORTANT ?



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Awareness is one of the most important weapons of a strong brand. It is very important for customers to be aware with your brand, your products and services for them to buy from you. Brand awareness plays a major role in a consumer's buying decision process because more aware consumers are of your brand more likely they are to purchase from you. Here are a few reasons as to why brand awareness is important for your business

- **Builds an Image for Your Company**

Brand awareness tends to build an image for your company. You generate awareness about your brand in order to educate consumers about the name of your business and its offerings. But the second goal that is achieved by brand awareness while define your brand is letting the consumers know who you are and what you do for them to trust you.



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HOW TO INCREASE BRAND AWARENESS WITH LIMITED RESOURCES ?



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- **Have a Business Blog**

The best way to generate awareness about your business among the people is to have your own business blog. This is how you can circulate important and relevant information among the people through your blog and they get a lot of value out of it

- **Circulate Press Releases**

Press releases are a wonderful way you can generate awareness among the people with. You have the option to include the link to your site in your press releases



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- **Move Newsletters**

It's quite helpful in driving traffic to your website if you have the people already coming to your Blog. Go ahead and make it little bit easier for that sort of information or content to show up in their inbox as that is how you can drive traffic and drive conversion

- **Local Directory Listings**

Make sure you submit your local listing and include your company website on Google, Yahoo and Bing local directory. These are influential links for search engines



- **Social Profiles**

Social media is a wonderful way to generate awareness about your business among the audiences. Staying active on the Social Media outlet is meant for you. A fact that cannot be denied is as per the recent studies social signals are responsible for up to 7% of website ability to rank. Even if you set most of the links as no follow, Google can follow them. Besides, think about the social media outlet where people are spending their maximum time and try getting traffic from there



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- **Article Submission**



Article sharing is a wonderful way to generate awareness about your business among the people. Write immaculate and informative original articles and submit them to various articles sharing sites meant for your business. What matters is your content; make sure it's as informative and flawless as it could be and people are going to flock your website like anything.

- **Community, Blogs and Forums**

By participating in various community, blogs and forums you can indirectly generate awareness among the audiences by giving links to your website. Never mistake between adding value and spamming. You can prudently share a link while interacting through blogs, forums and social media sites that will add value to the conversation.



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- **Make a few videos**

Videos are a wonderful way to generate awareness about your business among the people. You cannot even estimate how fond of videos people are. They find it easier to gather the information they are looking for through videos. It could be an easy way to get the people engaged through videos and get traffic to your site. You are simply conveying the information and people get a lot of value out of it. You do that work ones and then it's useful all the way down the line .



- **Use email marketing**

Based on the information given by the visitor on the landing page of your company you can create a list of people whom you need to send your information in the form of a mail. Besides, depending on the stage of the consumer in the sales funnel and their behavior on your site you can optimize your emails and send personalized and more specific emails to the recipients. This is another good way to not only generate awareness among the consumers but also to nurture your potential leads.



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- **Internet Advertising**

You can generate brand awareness through internet advertising that is delivering promotional marketing messages to the consumers over the internet. It includes search engine marketing, social media marketing, email marketing, many types of display advertising and mobile advertising



- **Pay per clicks**

Pay per Click (PPC) marketing is definitely an incredible tool for marketers who are willing to invest and get a good traffic to their site leading to sales. A well set up PPC Campaign can drive a lot of potential customer to your site and does wonders in generating revenue for your company.

- **White papers**

A white paper is a reliable report or guide helping readers to understand an issue, solve a problem, or make a decision. It provides a lot of value to the users through the information that it contains and is a wonderful way to generate brand awareness among the people .



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These were a few channels that help you generate awareness about your business among the people. Besides, you can use web analytics to determine which conduit is performing best and can channelize efforts respectively.



“ Besides, depending on the stage of the consumer in the sales funnel and their behavior on your site you can optimize your emails and send personalized and more specific emails to the recipients ”



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CONCLUSION

Brand awareness is the base of your business. How your business will perform depends on how intensely and smartly you have generated awareness for your business. Brand awareness is not all about creating an image for your company it's about monitoring it from beginning till the end using various marketing techniques to do so. Generating awareness for the brand improves sales, augments your customer base and on top of it keeps those customers to come back again and again. So, don't give up. It is just that you need to be extra smart and follow marketing ventures that will increase awareness for your business in limited resources. Besides, be persistent in your endeavors.

It is understandable how expensive generating awareness about your business through traditional media is and you yet not receive the desired results. It might have taken your plenty of time too. You were doing everything that you could do in the conventional media and was still not getting the outcome you were seeking. This is why we recommend the digital marketing to follow to generate awareness about your business in lesser time, lesser resources and that too among the target market people you wished to extend your offer to who are more likely to buy your product or the services.



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