

How to Generate Brand Awareness in Limited Funds

Tips on generating Brand Awareness

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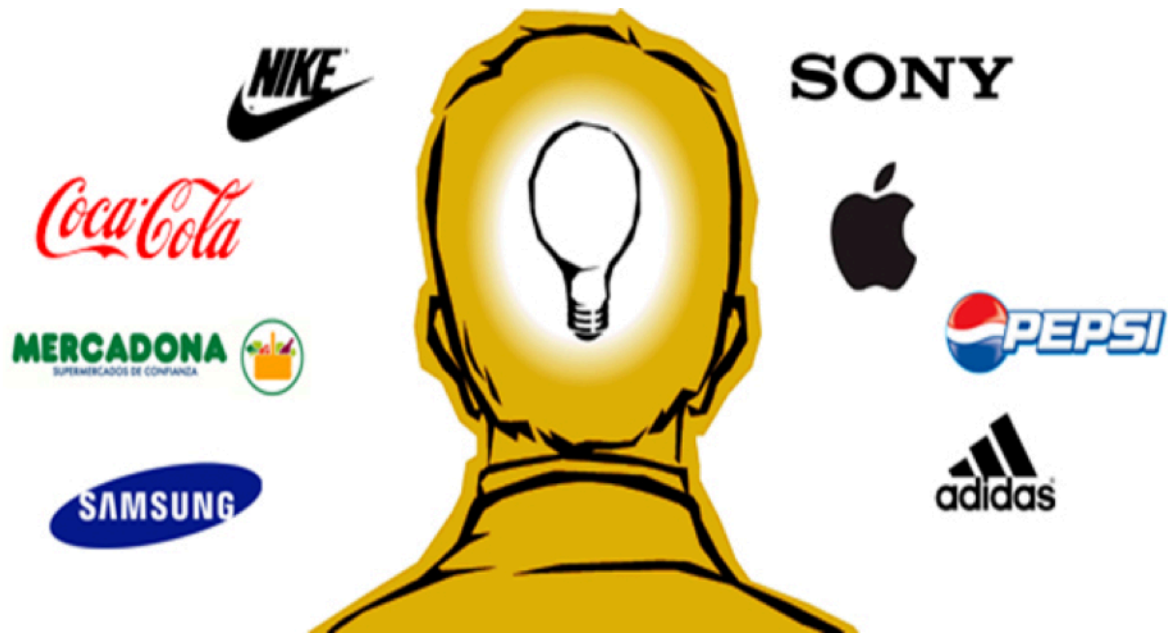
Introduction



You have started a fresh business and now you want to make sales of whatever you offer. Though sales is the key goal of any business but is never the first step that you perform to grow your business. It involves a lengthy process – at first you need to figure out your potential customers, then you generate awareness among them about your offerings, you target them with your marketing message, you connect with them, engage them, and then you perform lead generation & nurturing tactics and blah, blah, blah *before you actually make sales.*

However the very first step that you need to perform after you have figured out your target audience is to generate awareness about your offerings among them. You need to let your target consumer segment know who you are, what you offer and so on. It is very important for businesses that their prospects or potential customers are aware of their brand, their products & services to buy from them.

Chapter 1: What is Brand Awareness?



Brand awareness refers to the extent to which consumers are familiar with a brand and are able to recall or recognize it. The consumer's ability to recognize or recall a brand is directly related to their purchase intent. This is what makes brand awareness to be the key objective of advertising especially when you are new to the market.

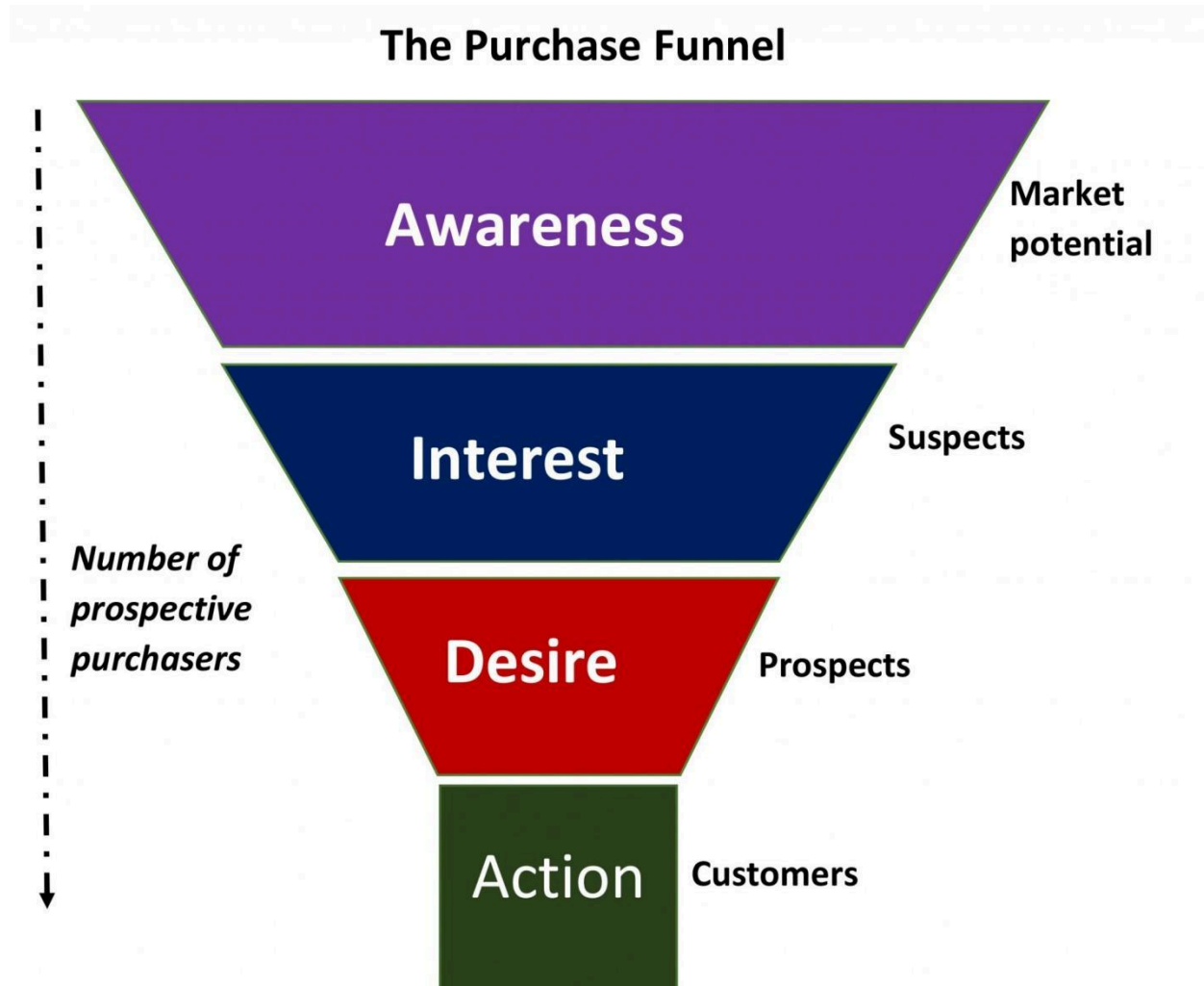
Though the final goal of your business is sales or what we call revenue generation. But how will you sell a product the consumer is unaware of. Why will they risk their money in a brand they have no guarantee of? They will certainly buy from a brand they know about or may be at least heard of if they can't find a brand they know completely about. I mean generally it happens like this! So, this is what clicks the idea of generating brand awareness.

You do lots of things in marketing to generate brand awareness and let the consumers know that you exist. I mean! Initially! This is what you can do! Rest is your marketing and the products or services! You need to generate brand awareness about your products or services so that they can be distinguished from similar products or services or what your competitors are offering. ***If the consumers or more specifically your target audience can recognize or recall your brand to some extent, it's a sign that you were successful in productively running your brand awareness campaigns.***

It is important to build a reliable brand image, create slogans and taglines for your brand in order to boost awareness about your brand. You should always have a consistent brand message that you want to put across to the consumers. ***Strong brand awareness is an indication of high sales and bigger market share.***

Later in this eBook we will talk about ways you can generate brand awareness even in limited funds, for now let's talk about why generating brand awareness is so crucial for your business.

Chapter 2: Why generating Awareness for your brand is Crucial?



Haven't you observed people are more likely to buy from a brand they know than the one they are unaware of. They don't want to risk it at all in a Brand they have never heard of. Brand awareness plays a key role in influencing the consumers' purchase intent. Here are 5 reasons why and how brand awareness drives consumer buying decision.

Create an Image for Your Brand

When you are new to the market the first thing you need to do is create an image for your business/ brand in the mind of the consumers that yes this is a brand that offers so & so product or service. Now the rest about creating reputation about your company comes later.

In online marketing generating brand awareness that too specifically targeted isn't very costly as compared to the old school marketing where you could advertise your product only through the expensive channels like print, television or Radio and that too randomly. In fact in online you have both options whether you generate awareness through organic i.e. free of charge channels or inorganic i.e. paid advertising.

People widespread become aware of your Brand

Very seldom it happens that the consumers buy from a brand they are unaware of, so increasing brand awareness for your business will help you make more sales easily. Educate people about your brand so that consumers widespread should know about it.

Influences consumer's purchase intent

Generating brand awareness is crucial for influencing consumers' buying decision. If the consumer can recall your brand while making a purchase, they are more expected to buy from you. So, you should always pay special attention to your brand awareness campaigns, if you want the brand recall to happen for your business.

Increases consumers trust in your brand

While making a purchase, some kind of perception of risk sometimes is related with it however brand awareness among the consumers boosts their confidence in you reducing this perception. Consumers find it more risky while making a purchase from the brand they have never heard of before. In short, brand awareness builds trust between you and the consumers.

Increases the recall value for your brand

Brand awareness helps the consumers in recalling your brands while making a purchase. By running brand awareness campaigns you let your target audience know about your business, your product & service. Now based on how well your campaign performs, it increases the recall value for your brand among consumers and that they can recall your brand if they require the product or service that you sell.

Chapter 3: 10 Easy Ways to Generate Brand Awareness in Limited Funds



There are various channels like SEO, social media, video marketing & so on through which you can generate awareness among your potential customers about your brand organically. Or, if you can invest some money then you have PPC, display advertising, social media paid advertising through which you can generate awareness about your brand only among your target audience receiving return on every single penny you invest.

Here are 10 easy ways you can generate Awareness about your brand among your target audience in limited funds:

Local Directory Listings

This is the first step after you have launched your business and moving towards online advertising. Go ahead and submit your business information in local directory listings and add your company's website link in Google, Yahoo and Bing local directory, for these links influence search engine results.

Business blog

One of the best & primary ways of generating awareness about your brand among your target audience is to create your own business blog and maintain it well. Keep uploading fresh and immaculate content on your blog consistently. This is one way you can communicate your marketing message to your potential customers while providing them with relevant and valuable information through it.

Newsletters

Newsletter can be a wonderful way of driving traffic to your web pages if you already have readers subscribed to your blog. Create a list of the blog subscriber and make it easier for them in finding the type of content they were looking for by sending those in their email inboxes. This is how you can not only drive traffic but drive conversions as well.

Press Releases

Publishing and circulating press releases is another great way of generating awareness about your businesses among your target audience. You can always include link to your website in your press releases bringing the targeted traffic to your virtual outlet for product & services (website).

Social Profiles

Create social profiles and have your presence on all high-flying social media outlets. This is again a great way you can generate awareness about your brand among your prospects organically. Share fresh and relevant content on it for consumers to get a lot of value out of it. It's going to be a decade now people love hanging out on social media outlets like Facebook, LinkedIn Twitter & so on. Leverage this behavior and try to get traffic from there. Moreover, social signals also boost your search engine ranking and that Google can follow those links also that you have set to no follow.

Videos

"If a picture is worth a thousand words videos must be millions!" People tend to get a lot of value out of videos. They find it easy to understand the message through videos. You can use this fact to your advantage in generating awareness about your business among the consumers. Videos can really be an easy way to engage the audience, generate brand awareness and eventually bring them to your WebPages. Your one video keeps giving you results all the way down the line. Imagine if you have created several educative videos, how productive would that be for you.

Email Marketing

The fact that consumers have opted to receive emails from you make email marketing a wonderful way for generating awareness about your business among them. Forget about generating awareness, email marketing helps you to nurture the visitors to convert them into customers. Depending upon how the visitors behave on your web pages, what actions they take, you can optimize your emails and make them more personalized. Sending the consumers with more specific emails based on their stage in the sales cycle, you can not only increase brand awareness but also nurture your potential leads.

Article Submission

Article sharing is another good way to generate awareness about your brand among the target audience. Create fresh educative articles and submit them to various articles sharing sites depending upon the type of your business. Talk about the issues your target audience might be facing providing solutions to them in your articles. If you give value out of the content through your articles, people are sure to come to your website.

Internet Advertising

Brand awareness can also be generated by delivering promotional marketing messages to your target audience over the internet. Internet advertising includes PPC (Pay-Per-Click) advertising, social media advertising, display advertising and so on. It is certainly a far-fetched tool for marketers who are willing to invest some money and generate awareness about their business among consumers. Well set up internet advertising campaigns can bring a lot of prospects to your WebPages and can work wonders in generating revenue for your business.

Community, Blogs and Forums

Taking part in various community, blogs and forums helps you indirectly increase awareness about your brand among the consumers. While sharing educative and valuable posts you can very prudently share links to your website.

So!

These were a few ways that help you generate awareness about your business among the consumers in limited funds. Not just that, online marketing presents you with web analytics that allows you to figure out which channel is performing the best and that you can channelize your efforts accordingly.

Conclusion



Brand awareness is the foundation of your business. And! These are your brand awareness generation campaigns that decide how well your business will perform. Your business success is dependent on how smartly & intensely you have generated awareness for your business.

Like we talked earlier in the eBook as to how well you can segment your audience, target them and convey your marketing messages to them even in a shoe string budget through online/digital marketing.

Unlike traditional marketing where you could measure your marketing performance through readerships & footfalls only, in online marketing you can monitor and measure the campaign at its every step getting huge return on investment. Thus, generate awareness about your brand among your target audience in lesser time and lesser resources through digital marketing.