

TROUBLE WITH GETTING NOTICED?

5 Tips to Increase Brand Awareness



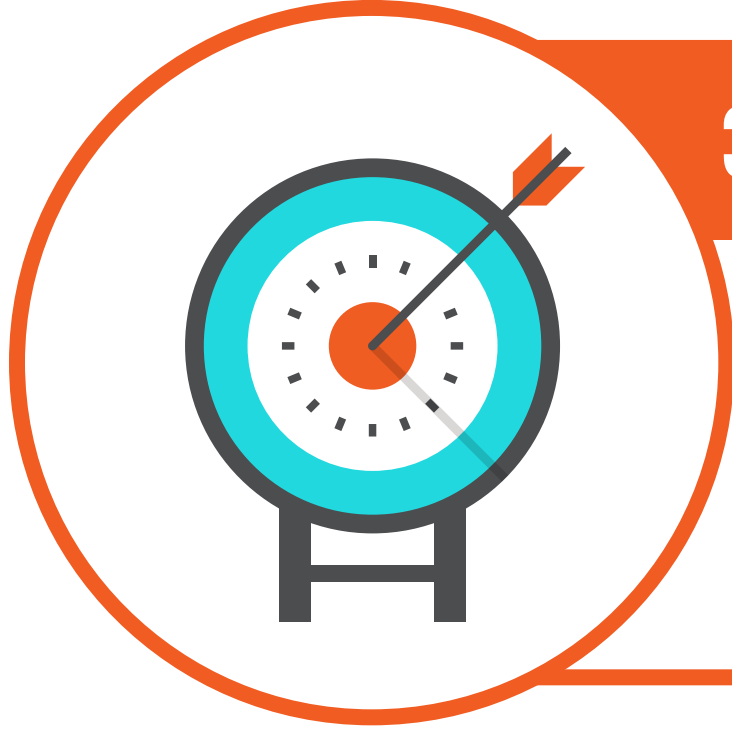
1. KNOW WHO (OR WHAT) YOU ARE

Take the time to firmly establish and understand what your brand or product is, and what it offers. This is your foundation.



2. DETERMINE HOW YOU'RE DIFFERENT

Why are you better or different? Why should your customers want or need your product or service? This is critical to success. Know this before you go to market.



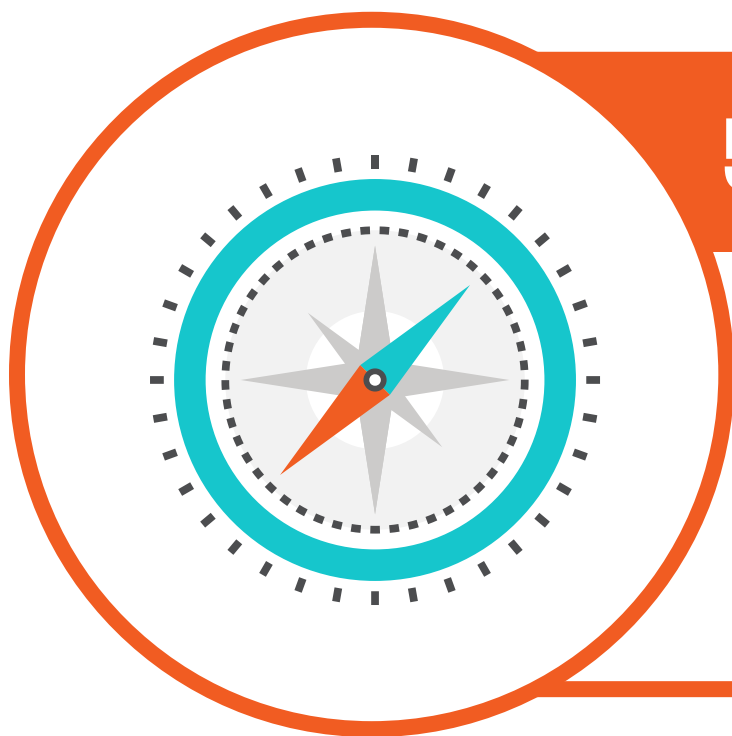
3. KNOW YOUR AUDIENCES

Who are your customers? Where are they? How should you reach them? Once you understand their behavior and habits, hit them where they are: social, TV, radio, video, print, digital, sponsorships, etc. The data is everywhere. Find it and utilize it.



4. STICK TO THE 3 C'S

Clear, concise, complete messages. Clutter kills. Do not confuse your audience. Establish your message, then consistently repeat that message in all outreach.



5. STAY THE COURSE...WITHIN REASON

Once you've implemented a marketing program, stick with it. Establishing a brand or launching a product—especially a new one—takes time, funding and effort. Use your metrics. If one element isn't working, adapt it, or re-focus your efforts on the tactics that are working.