

**BRAND AWARENESS**

CONTENT  
FOR **GOALS**

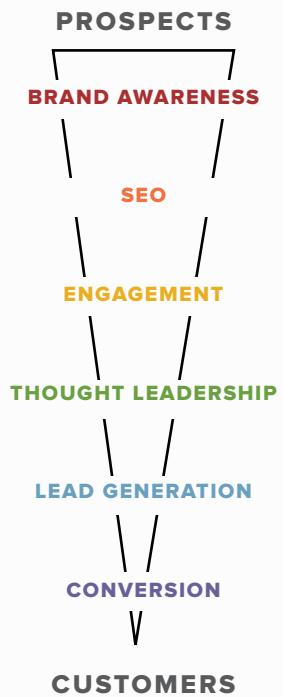


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# INTRO



## DEAR MARKETER,

Brand awareness is a growing priority for businesses. It might seem like an abstract benchmark, but it can have a huge impact on a company's bottom line. This goal is best achieved through a strategic layer for other supporting goals (like SEO and engagement), and it's a necessary foundation for other goals (like lead gen). We'll start here as it's the first step to becoming recognized.



# WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY

**MARKET PENETRATION:** Becoming a known name among your target audience puts you a step ahead of companies chasing the same users.

**FAMILIARITY BREEDS TRUST:**

Establishing imagery, identity and personality associated with a particular brand is an avenue to becoming more than a corporation.

**DIFFERENTIATION INFLUENCES**

**CONSIDERATION:** Brand awareness might be an overall corporate target, or a goal for a specific product launch. Either way, highlighting the leading benefits and competitive differentiation sets you apart.



**MORE THAN 85% OF B2B AND B2C MARKETERS CITE BRAND AWARENESS AS A TOP GOAL**



**BRAFTON** CREATES CUSTOM CONTENT FOR SOCIAL MEDIA, AND REPURPOSES CLIENTS' CONTENT TO RETAIN THE CORE MESSAGE

WHILE DELIVERING MAXIMUM IMPACT PER NETWORK.

# KEY PERFORMANCE INDICATORS

This can be hard to pinpoint, so metrics should reflect whether you're looking for an awareness spike around a new product, or a longterm approach to shape audience perception.



**IMPRESSIONS:** In different search verticals (video, traditional SERPs, images, maps, Knowledge Graph) demonstrate a brand's online reach.



**SOCIAL METRICS:** Post reach, followers, Likes, Retweets and referral traffic all indicate brand awareness.



**OVERALL SITE TRAFFIC:** Measures the popularity of a brand's site in general.

# CONTENT STRATEGY

Your approach to content for brand awareness should begin by applying your brand guidelines to their greatest potential in each digital media format.



**DESIGN & GRAPHICS:** PEOPLE REMEMBER 10-20% OF WRITTEN OR SPOKEN INFORMATION, VS 65% OF VISUAL INFORMATION

**PERSONALITY:** Define the editorial voice that fits your brand guidelines.

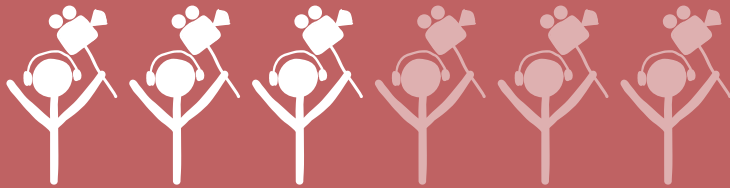
**SOCIAL MEDIA MARKETING:** Set a plan to spread your message via content to distinct audience segments, across multiple networks.

**DESIGN:** Support a cohesive brand identity at a glance.

**MARKETING DIFFERENTIATORS:** Ensure your content team has a clear idea of what sets your business apart from competitors.

# CONTENT FOR BRAND AWARENESS

**SHORT-FORM VIDEOS FOR SOCIAL MEDIA:** Engage viewers with entertaining and informative videos with concise messages.



**VIDEOS:** 52% OF VIDEO MARKETERS SAY BRAND AWARENESS IS THE GOAL

**CORPORATE PROMO VIDEOS:** Promote executive leadership and key market differentiators in an accessible format.

**ANALYTICAL NEWS OR BLOGS:** Use consistency and original insights to stick in users' minds.

**GRAPHICS:** Branded feature images within text or on social media promote instant recognition.



# SUCCESS STORY

**INDUSTRY:** Unified Communications

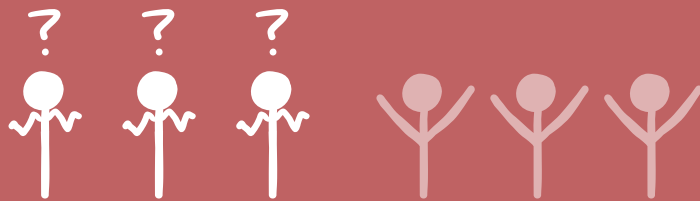
**GOALS:**

- Market differentiation
- More followers
- More traffic

**STRATEGY:** Incorporate popular culture into analytical blogs, videos & graphics to establish personality

**RESULTS:**

- 77% more new users
- 66% higher new user growth for blog content than site average



**47% OF MARKETERS** ADMIT THEY DON'T KNOW IF THEIR CONTENT ACHIEVES BRAND AWARENESS.



# CLOSING



## DEAR MARKETER,

Now that you've mastered the foundation of your web presence, brand awareness, people can easily pick your company out of the crowd.

This will come in handy as you move on to the next step: **SEO**





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