



COVID-19 RESPONSE

In partnership with  brilliant red

Welcome

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Brilliant Red Ltd

COVID-19 Webinar:

How To Build Brand Awareness For Your Company on Social Media

7 July 2020

Agenda

- **What is meant by the terms Brand, and Brand Awareness?**
- **How to build Brand Awareness on Social Media**
- **How to measure Brand Awareness on Social Media**

Much
more than
a logo!



What is Brand Awareness?



“Brand awareness represents how familiar your target audience is with your brand and how well they recognise it.”

The Rule of 7



“It says that a prospect needs to see or hear your marketing message at least seven times before they take action and buy from you.”

What does a brand look like online?



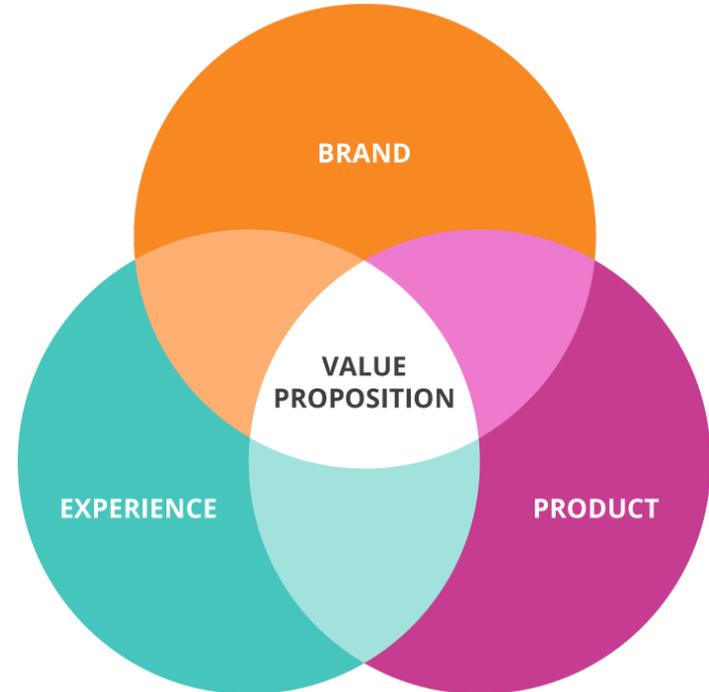
Key Components

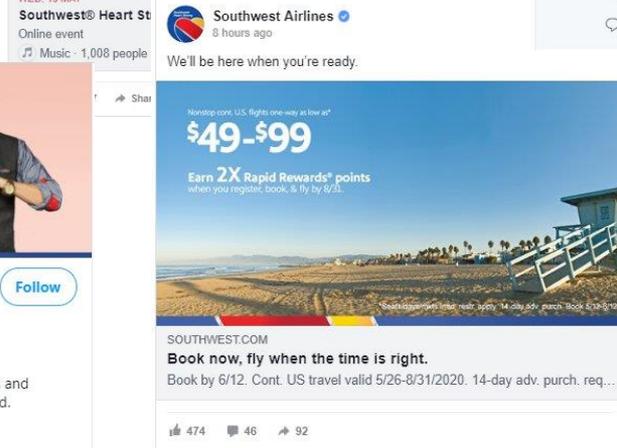
Consistency

- Consistent presentation of a brand has seen to increase revenue by 33%

Value Proposition

- Ensure your brand communicates why consumers/ businesses should buy from you





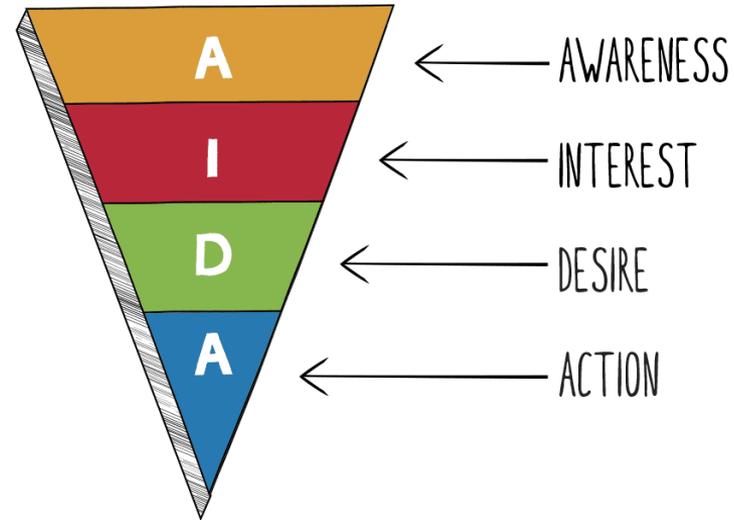


Why is Brand Awareness Important?

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- First Step in the Marketing Funnel

THE AIDA MODEL



Why is Brand Awareness Important?

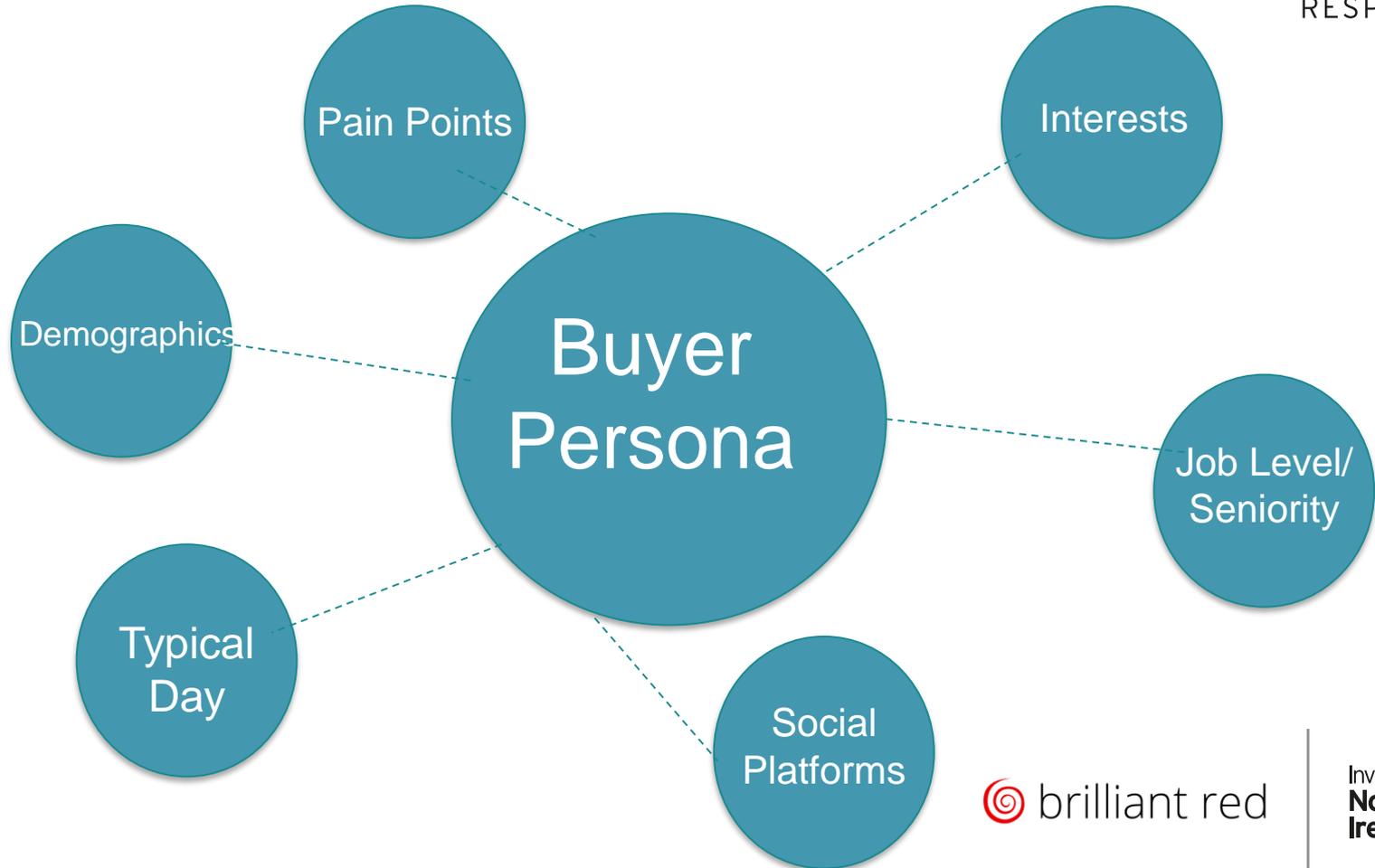
- Fosters Trust
- Creates Association
- Builds Brand Equity



Create Audience or Buyer Personas

- Help personalize your social media marketing
- Dictate which platforms to utilise and the type of content which will resonate





Give Your Social Presence Some Personality

Tayto
16 June at 10:23 · 🌐

Let's bring some more #taytohappy to you..... 🌈 And this is another people have been asking for 100

So who is going to be a winner, winner, (packet of roast) chicken dinner? 😊

Yep, it's a CASE of Roast Chicken ❤️ to be won !! For chance to win simply like & comment with #taytohappy by 11am tomorrow 17th June 🙌 ... See more

THE CHICKENS HAVE COME HOME TO ROAST!

TAYTO
ROAST CHICKEN

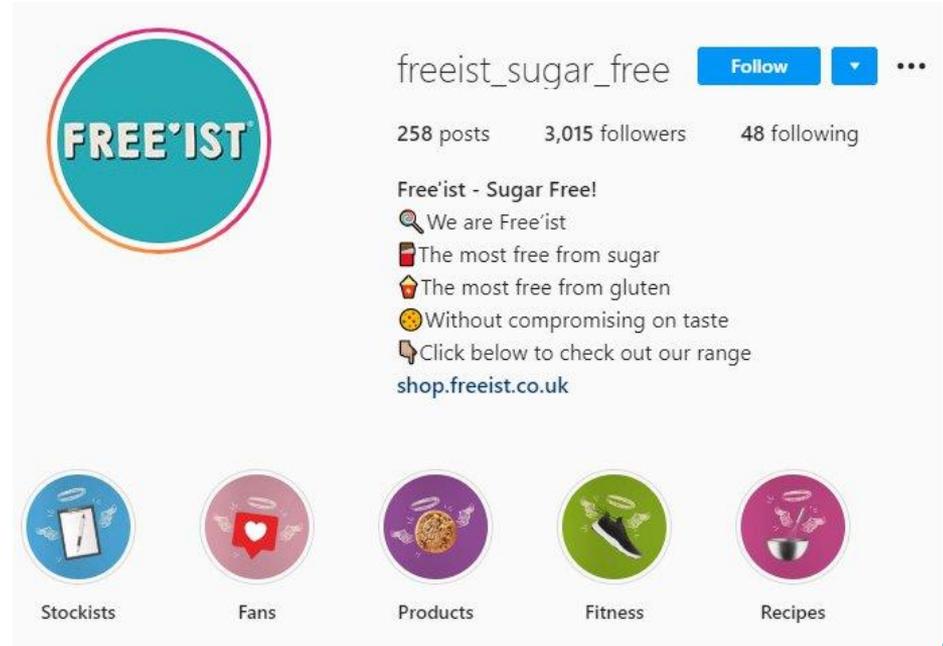
Choose The Right Social Platform

- Avoid wasting time in the wrong place
- Choose the platform your audience is using
- Talk to them



Fine Tune Your Social Media Profile

- Are they consistent
- Are they active
- Each platform has a different purpose
- Tailored to your audience?



Engage With Your Audiences

- Ask questions?
- Personality!!!!
- Stay topical
- Personalized or tailored content



Mention Influencers, Partners, Customers

- Mention suppliers & customers
- Follow influencers
- Creative commenting



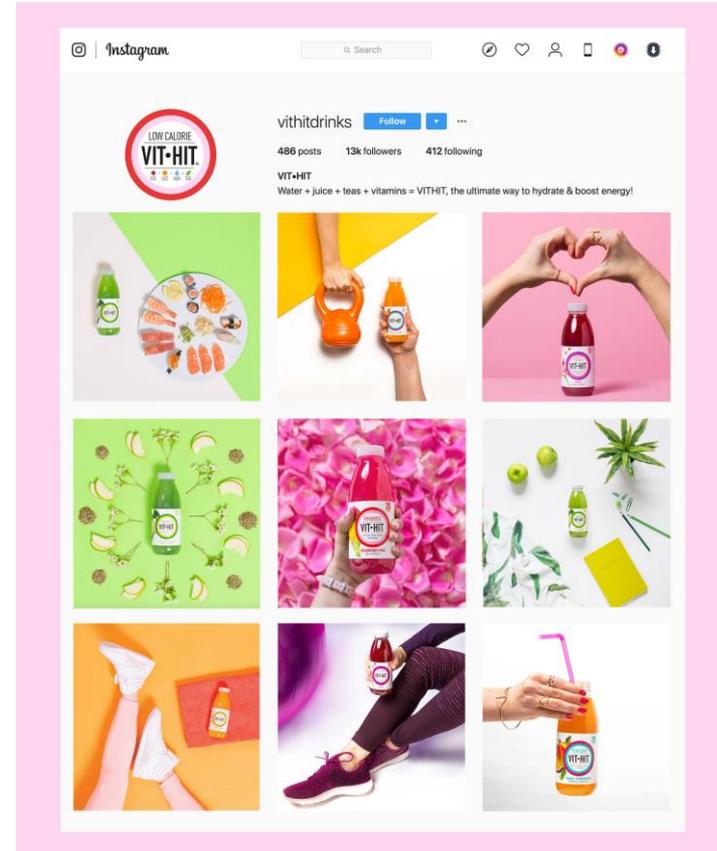
Utilise Hashtags

- For categorising and discovering
- Avoid over-tagging
- Varies per platform
- Join conversations
- Create your own
- Hashtagify, RiteTag



Create Visually Amazing Content

- Make your posts stand out aesthetically
- Native videos rank high on Social Media
- Be creative
- Tools: Canva, Pexels, Piktochart, Adobe Spark, Landscape, Magisto, Splice, iMovie



Give Away Free Content

- Free marketing!
- Highly sharable
- Gives your audience a flavour of what they can expect
- Shows expertise
- Drives traffic to websites



Tell Your Brands Story Through Content

- Resonate with your audience
- Evoke emotion
- Showcases a human side
- Highly sharable
- Boosts brand awareness



Use Disappearing Content - Stories

- Most engaged type of content in 2020
- Allow you to tell stories
- Strategically placed
- Behind the scenes
- Easy to share, tag



Run Targeted Ads on Social Media

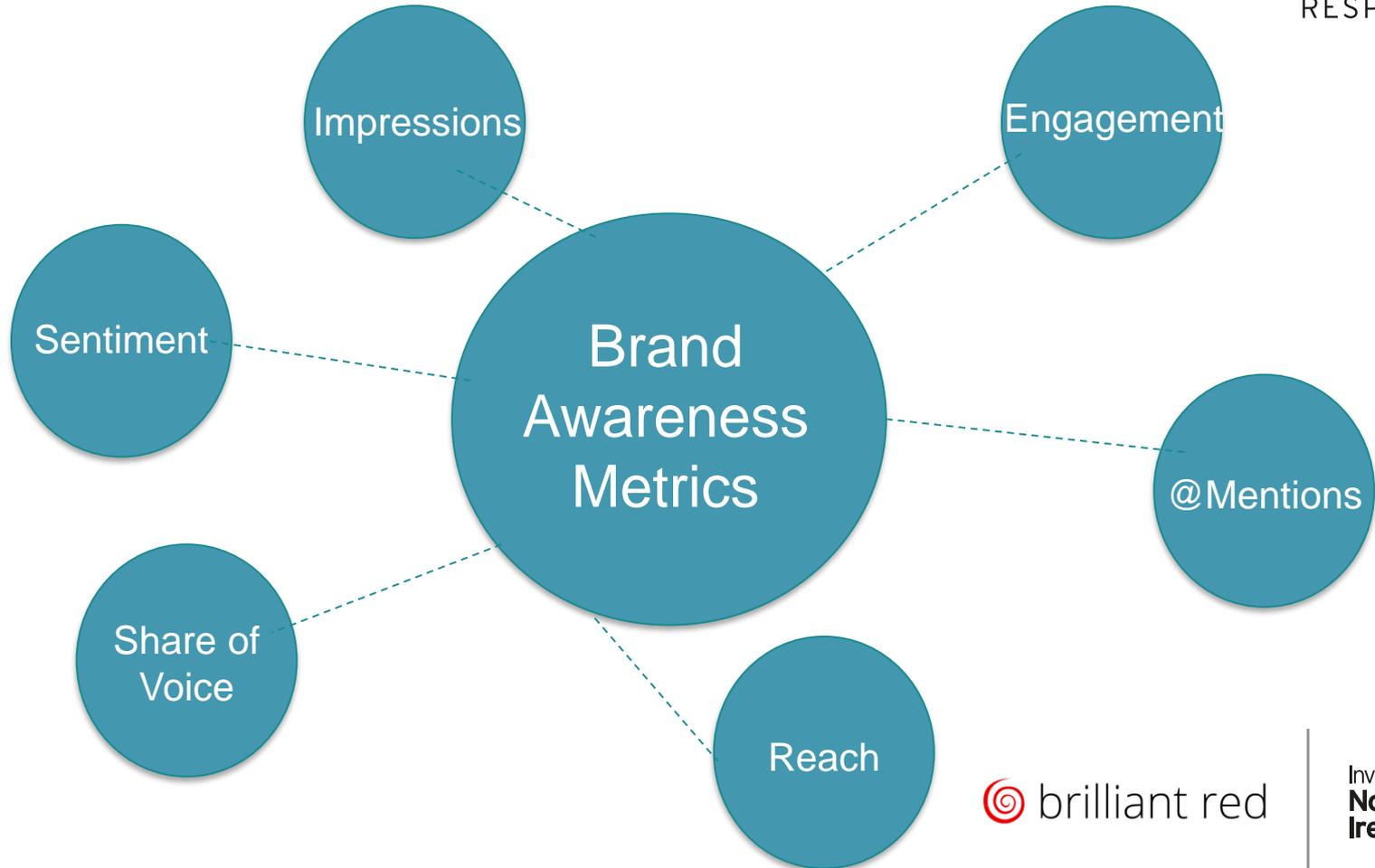




How to Measure Brand Awareness on Social Media?

Define Key Metrics



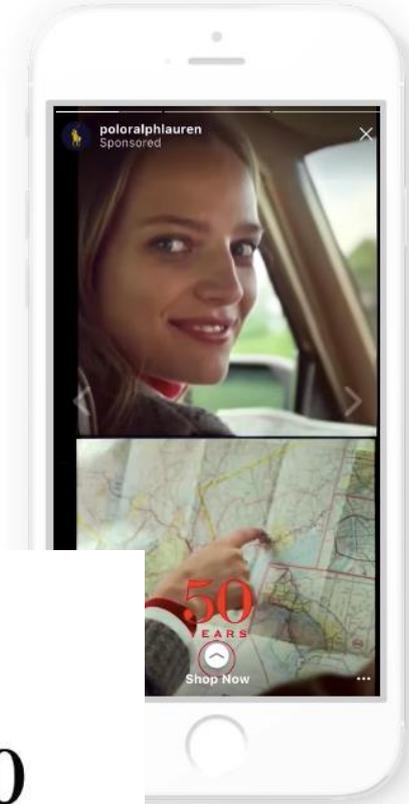


Use Social Media Monitoring Tools



Campaigns

- Used Stories & In-Feed Video Ads to showcase products
- Millennials, Facebook & Instagram



Campaigns

- Used Facebook, Instagram & Ads
- Video demo of product in action
- 200 million video views on Facebook



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