

# HOW TO BUILD YOUR BRAND AWARENESS

01

## Know your Audience

Knowing the needs and wants of your target audience ensures you can provide them with a product or service that meets those needs, in turn encouraging brand loyalty and association. Carrying out research is a great way to gain insight into your target audience.



## Showcase your Personality

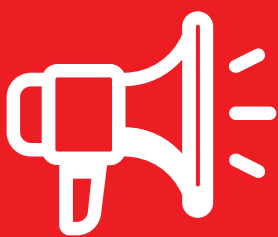
02

People today are less interested in buying from a faceless organisation and instead want to know more about the people behind the brand.

03

## Tell your Customer a Story

People are drawn to brands that feel genuine and relatable. Successful businesses don't just pop up out of nowhere, they are built. Consumers want to hear about that.



## Harness the Power of Word-of-Mouth

04

Nothing tells you someone loves your brand more than when they recommend it to their family and friends. Word of Mouth marketing is an extremely effective tactic to draw attention to your brand and build brand awareness.