

3-Step Brand Awareness Program Framework

This framework highlights the key areas to help you get started to develop your brand awareness program.



Step 1

Be clear about what you want your brand to be known for today and in the future.

- When someone talks about your brand at a BBQ, what do you want them to say?
- When competitors are looking at your business, what will they want to steal from you?
- When your logo is seen, how do you want that person to feel?

Keep in mind that although an awareness program is about your brand, you need to design it to be about the customer. Ensure you make your story relevant and meaningful to the people you want to be your customer.

Step 2

Set out how you will measure the success of your program.

- Be clear what outcomes you want to achieve before you begin designing your program and the timeline for which you want to achieve them.
- Include engagement metrics, as well as sales targets, and key milestone dates for test & learn tactics, to identify what's working and what needs to be refined
- Set tactical outcomes by channel to measure how each activity in the program will deliver on the core outcome target(s).

Resist knee jerk reactions at milestone check points. A brand awareness program is a 'long-tail' marketing tactic – when done well sales & revenue will increase incrementally rather than spike.

Step 3

Map out the journey you want to take your target audience on and why.

- What channels & mediums will you use to get your program in front of as many people you want to buy from you?
- Map out the customer journey at each step:
 - Where will you direct them to – first click destination?
 - What action do you want them to take when they get there?
 - How will you inspire them to buy and/or return to buy?

Build your program content to highlight product/service features from a customer's point of view. What's in it for them and why they should get it from you. Ensure messages are consistent, at every interaction and touchpoint.