

NEW IN BRAND



6 Easy Ways To Increase Brand Exposure

Compliments of Web Centre Plus



Brand Exposure vs. Marketing

**Brand exposure
encourages repeat
purchases and helps
to generate new
revenue.**

When customers trust a company and feel like they know a lot about them, they will be more likely to make repeat purchases.

Loyalty is vital to a business's success, and if there is no brand awareness, there can't really be any loyalty.

There are two main goals that you want to achieve with your marketing:

- Brand exposure
- Actual marketing

What's the Difference?

Marketing, on the other hand, is actively working to get sales or convert leads.



Why is Brand Exposure Important?

**It keeps your brand
at the forefront.**

**It helps achieve your
goals and objectives.**

**It casts a wide net for
the top of your
funnel.**

Building brand awareness is important, which is why it is a top goal for B2B and B2C marketers.

How Brand Exposure Helps Your Business

**Increase market share
and sales.**

**Scale content across
new channels.**

Get more leads.

**Improve brand
perception.**

Build audience data.

Brand awareness can transform your marketing strategy by driving more conversions, creating more opportunities, and giving you insight into your audience



1. Content Marketing

Consumers are much more likely to purchase from a brand they feel they know and trust, which is what content marketing is really good at.

Consider that every piece of branded content a consumer sees makes them more familiar with your brand.

Branded content helps your exposure in several ways:

- Show your knowledge and expertise, which builds trust with your audience.
- More content = more exposure = the more you can widen your audience.
- Express your brand voice and strengthen your commitment to your values.

Establish Your Brand's Authority and Expertise

**The content does not
have to mention your
product or even hint
at a sales pitch in
order
to be highly effective
for
brand awareness.**

While your audience may not immediately be ready to purchase, with every piece of content they read, they begin to associate your brand as an expert in the field



Quality Content Builds Trust

The more your audience gets to know your brand, the more likely they will be to trust you.

**Most adults agree
that trust is an
important factor in
their major purchase
decisions.**

Develop Your Brand Personality

**The content you
publish should always
reflect your brand
values and your
mission.**

Your tone will completely depend on your audience, the market you're in, and how you're trying to position your brand.

It's critical that you:

- Clearly define your brand
- Establish your mission
- Provide value
- Develop a consistent voice
- Specify a content strategy that pulls it all together

**If you don't develop
your content with
your brand
personality on full
display, it could
result in a weakened
brand, which will
make awareness even
more difficult**

Expand Your Audience

**When a person shares
your content, they
are effectively giving
it a vote of
confidence.**

Build Customer Loyalty

By consistently publishing new content, you can:

- Keep in touch with your existing customers
- Give them the opportunity to share your content and products with others
- Keep your brand at the forefront of their minds

Avoid Underestimating Organic Search



2. HARO (Help A Reporter Out)

**If you want to get the
journalist's attention,
offer
them something to
make you stand out
and get noticed.**

Haro gives you the opportunity to build a relationship with the press while gaining exposure for your business in the process.

What is HARO?

The requests include:

- The query
- The requirements needed for inclusion
- The submission deadline
- An anonymous email address for you to pitch your expertise and insights

The journalist then lists you as a source for their article, perhaps with quotes or information directly from you with a link back to your website.

How HARO Helps Build Brand Exposure

Thought leadership

Backlinks

Building Relationships

Journalists with The New York Times, The Wall Street Journal, and ABC News are a few of the big names who use this service.



5 Steps to Using Haro

Step 1: Set Up An Account

When you sign up for a free subscription, you will start receiving the master email list three times per day. The emails are categorized by industry.



Step 2: Start Discovering Opportunities

Consider these questions:

- Is the publication legit?
- Is it a mainstream publication?
- Is it relevant to your brand and what you're trying to accomplish?
- Will your target audience be reading it?
- Would it be awesome to be mentioned in this publication?

**Step 3:
Follow Best Practices
for Responding to
HARO Queries**

here are some things that journalists are looking for:

- A concise answer with details
- A unique viewpoint
- Digestible soundbites
- Use actual industry expertise.

Also, journalists will often need your website URL, a headshot of you, and your social media handles.

Step 4: Monitor

Step 5: Share



3. Partner with Influencers

Mega, Macro, Micro, and Nano

Mega

1 million + followers

Macro

**100,000 - 1 million
followers**

**The thing you want to
pay attention to is
engagement rates.**

Micro

**10,000 - 100,000
followers**

**It will also be less of
an investment on
your part as they
don't command
nearly the payout
that mega or macro-
influencers do.**

Nano

**10,000 followers or
less**

**You might be wondering
how to choose the right
influencer for your
brand awareness
campaign.**

*Here's a quick guide to help
you out...*

Mega influencer:

If you have no budget limitations and you want to increase the exposure and awareness of your brand and products

Macro influencer:

**If you want to target
a certain audience but
reach a large market**

Micro influencer:

**If your goals are to
increase conversions
and generate leads
with a specific
audience**

Nano influencer:

**Local businesses and
brands with a tighter
budget**

Brand Representatives

Product Reviews

Sponsored Posts



4. Start an Affiliate Program

What is Affiliate Marketing?

The affiliate has a vested interest in getting their audience to click on the link for your product.

Using Affiliate Marketing for Brand Awareness

By creating an affiliate channel, you'll be engaging with bloggers, influencers, and content creators in your niche.

**Be sure to choose
affiliates that are
within your niche.**

5. Collaborate with Other Brands

By working together with companies similar to yours, you can promote your brand, minimize costs, and increase sales.

Finding Brands to Team Up With

Finding Ways to Collaborate

Contests and Giveaways

Product shoots

Event/Party

Manage Expectations



6. Increasing Exposure with Guest Posts

Finding a Blog to Guest Post On

Your post should solve a problem for their audience and be relevant to your audience at the same time.

Some blogs will have information on their website about how to submit a guest post. If not, you'll need to send an email to them pitching your idea.

**Remember, this is a
symbiotic
relationship and they
are getting increased
engagement from
your post as well.**

**How Does This
Increase Awareness?**



The Top of the Funnel Awaits