



**ROADMAP FOR
CREATING CPG
BRAND AWARENESS**

Advertising strategies
research in marketing to
brand awareness
the consumers can
building brand

BRAND AWARENESS IS HARD TO MEASURE BUT WORTH THE EFFORT.

Your brand might understand that it needs to create or boost brand awareness. But where should it start? This is a useful roadmap for creating brand awareness online. It provides the basic steps you can take to begin building awareness across digital channels, which you can modify to suit your needs.

CPG BRANDING FOR BRAND AWARENESS

Brand awareness isn't built quickly, and it's more challenging to measure than simple marketing metrics such as sales or even loyalty. But there are some generally accepted best practices for establishing brand loyalty that will get you moving in the right direction.

6

STEPS TO
CREATE BRAND
AWARENESS**1 STEP ONE—CREATE AUTHENTICITY**

Your goal here is to create a human association from an inhuman brand or create warmth in place of a cold corporation. Think about how you can make your brand more human-centered. What does it do for the people that buy it? If you were introducing the brand to a new friend, what would you say about it?

2 STEP TWO—BE SOCIAL

Today more than ever, humans are searching for social connections. The same should hold true for your brand. Instead of focusing every communication on selling, instead, use social media to interact with your audience in more human ways. Share stories, comment on posts, ask questions, and seek engagement in new ways. Again, act like a person and not a brand.

3 STEP THREE—TELL YOUR STORY

Stories continue to resonate with your audience, and marketing can leverage this to promote brand awareness. CPG branding efforts should focus on real stories from real people that use your products. Create a narrative that your consumers can relate to as you build brand awareness.

4 STEP FOUR—SHARE

Just like your target audience, if your post is sharable, it will resonate further. Useful content such as video tutorials, blog advice, recipes, and more, won't be truly powerful unless you make it sharable. The goal is for your existing and potential customers to spread the word, retweet, and build some word-of-mouth marketing online to reach more consumers.

5 STEP FIVE—GET OUT THERE

Social media continues to provide real ROI from a brand awareness perspective, but sponsoring events is another way to make your voice heard. Brand recognition comes from the repeated emphasis on a name or a logo or image. Having your company on everything from a banner to a water bottle will create a ripple that you can continue to capitalize on across all channels.

6 STEP SIX—MAKE YOUR BRAND A PERSONALITY

The goal of brand awareness should be to make your image relatable to your target audience. Humanize your brand by turning it into a personality. Many times, we do this through humor or an icon, like "Flo" for Progressive Insurance or that weird KFC Colonel or the Old Spice horse guy. The point is to make the brand more memorable by making it relatable and turning it into a personality.



MEASURE YOUR RESULTS

Brand awareness isn't measured in the traditional sense and is harder to quantify. However, you can track the following metrics over time to measure incremental growth:

- **Increases in direct traffic**
- **Increases in site traffic**
- **Increases in likes, shares, retweets, and social traffic**

However, it would be best if you also ran consumer brand awareness surveys to get direct feedback from your target audience. Formal brand awareness studies can also be conducted to baseline brand awareness levels.

All of these tools are cyclic; don't do this one time and expect results. Instead, focus on CPG customer awareness as a repeatable and continuous process.

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