

October | 2021

Matthews 17:20 *Our faith can move mountains*



Benefits of Running a Brand Awareness Campaign

Have you been running paid ads and having a difficult time getting people to engage with your business? You may be overlooking a crucial part of your marketing strategy- brand awareness!

Brand awareness represents how familiar your audience is with your brand and how well they recognize it. Brands with an established brand awareness are generally referred to as 'trending', 'buzzworthy' or simply put, 'popular'. Establishing brand awareness is extremely valuable when marketing and promoting your company and products, especially in the early stages of business.

So, why is brand awareness so important to incorporate into your marketing strategy?

It Creates a Solid Foundation

To start seeing a return on investment, you need to start from the ground up. Create

your social media channels to engage with your potential consumers, set aside part of your budget for Facebook ads that will drive awareness, and keep your business information up-to-date. When consumers are presented with your company more and more and when it comes to them making a purchase decision, you will have a better possibility to come to their mind. Your brand awareness strategy will set a solid foundation of trust between you and the consumer, and you're more likely to become a reputable brand in their minds.



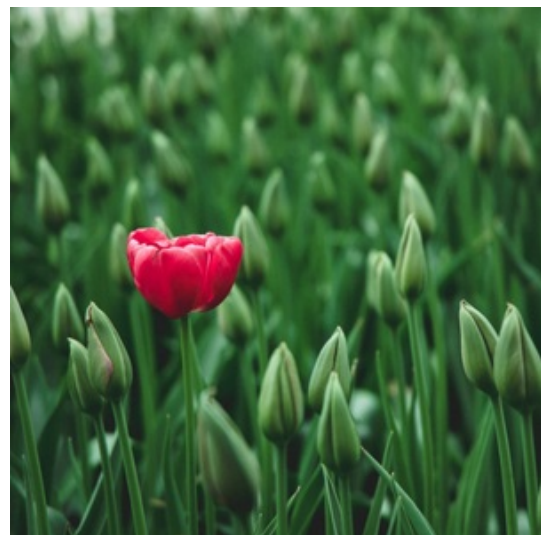
Consumers Need to Trust You



Consumers will spend their money on products or service that they trust. You've heard this before. So, as a business owner, how do you plan to get them to trust your business? First, focus on a brand awareness strategy, you can create a positive perception of your business in the minds of potential customers. You can earn loyal customers that come back again and again by creating a positive association for your brand with your product or services that you offer.

It Sets You Apart

What would a company like Coca-Cola be without their classic red cans? Can you imagine an iPhone without picturing their logo? The branding strategies that these companies have built into their campaigns have set them apart from their competitors. Because people recognize these brands (without even thinking about it), consumers are more likely to purchase from them than from a competitor. Try to stand out from the rest and make a name for yourself. It will payoff in the long run.



Reputation is Essential in the Digital Age



When was the last time you posted to your Business Facebook Page? Have you responded to reviews or comments? Are your business listings up-to-date? Having those essential conversations across platforms is crucial for a strong digital presence, which is necessary in today's world. Being an easily accessible, up-to-date, and easy to contact brand goes a long way. Remember- consumers are more likely to trust a brand with a strong digital

presence. Transparency and responsiveness are key!

Here at Spectrum Net Designs, we have digital marketing experts who can work directly and collaboratively with you to build a strong brand awareness through your social media platforms. Learn more about our [Social Media Marketing Services!](#)

Chat With Our Digital
Marketing Experts

SCHEDULE A QUICK CALL

In Case You Missed It!

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Guide to Facebook Ads Manager

So you're on Facebook and have a business Page that represents your company, but you're not seeing the results you thought you would with organic social posts? That's where paid ads come in! Advertising with Paid Ads on Facebook is a great way to expand your reach and potentially discover new audiences! While Facebook Ads are simple to create and implement, it can be a bit tricky at first to navigate the intimidating world that is Facebook Ads. Read on to discover our helpful guide to Facebook Ads Manager.

[Read More](#)



What Good Reviews Can Do For Your Business

Having a solid reputation online is not just a luxury anymore it is a necessity. When you earn good customer reviews, it reassures your potential new customers that you are a reliable and credible company. You want customers to know that you offer quality products, services, and customer experience! Knowing how to keep your existing customers satisfied will help your bottom line. With the increase in popularity of Yelp and Google Reviews, consumers read online reviews of local businesses in order to determine if they are good or not.

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