

3 SIMPLE TIPS FOR CREATING BRAND AWARENESS AND ATTRACTING CLIENTS

By Monica Poe, MVA-GVA

So what is **brand awareness**? Brand awareness is the process of making your company's identity recognizable by way of a logo or an image and making it known to your audience or target market.

As a business owner, this should be an important and essential part of your business in terms of attracting clients. Your goal is to make your potential clients or customers recognize and become aware of your business and what you can offer them by way of products or services.

Here are three simple tips you may not be utilizing to the full to help you **create brand awareness** and attract the potential clients you desire.

1. Add a signature line and link to your company website inside your email.

Have you thought about how many emails you send out per day? Or how many emails are forwarded between individuals per day? By adding this information, you are **creating brand awareness** for your company with individuals who come in contact with the emails you send or forward. You can even include your logo or company mission as well.

2. Add your logo, website address, and company information on all of your stationary.

Ok. This may sound obvious. However, I have seen a number of missed opportunities when clients do not include their company information on all of their **stationary (i.e. business cards, letterhead, envelopes, etc.)**. You should include this information on every piece of material that you hand out so you do not miss any opportunities.

And if you do not have any branded marketing materials for your company, I recommend you have some created. These **branded marketing**

materials may get passed along to others who may have a need for your products or services.

3. Add your company brand on your work apparel.

Adding your company brand on your work apparel is a good idea as well in regards to creating awareness for your company. Just think about how many times you are in front of your clients, potential clients, or out in the community.



If you have to wear a business suit or a dress in your line of work, you may have to be creative and wear your branded company apparel such as a hat or shirt on the weekends, when you are out running your errands, or out at other times.

Branded apparel can create conversations about who you are and what your company offers. Our branded **MoPoe & Associates** apparel has started a number of conversations regarding our company and what we do, even in the line at our local grocery store.

So if you haven't already, try these **three simple tips** to help you **create brand awareness**, create conversations about your company, and attract the potential clients you desire.

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