



6

EASY WAYS
TO INCREASE
BRAND
EXPOSURE

ALL RIGHTS RESERVED. No part of this report may be modified or altered in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

AFFILIATE DISCLAIMER. The short, direct, non-legal version is this: Some of the links in this report may be affiliate links which means that I earn money if you choose to buy from that vendor at some point in the near future. I do not choose which products and services to promote based upon which pay me the most, I choose based upon my decision of which I would recommend to a dear friend. You will never pay more for an item by clicking through my affiliate link, and, in fact, may pay less since I negotiate special offers for my readers that are not available elsewhere.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Copyright ©

TABLE OF CONTENTS

Brand Exposure vs. Marketing	1
1. Content Marketing	9
2. HARO	19
3. Partner with Influencers	30
4. Start an Affiliate Program	39
5. Collaborate with Other Brands	43
6. Increasing Exposure with Guest Posts	47
The Top of the Funnel Awaits	50

BRAND EXPOSURE VS. MARKETING



Brand exposure is basically how familiar consumers are with the qualities and/or image of your brand. It's important to market your brand regardless of the type of business you have.

Brand exposure encourages repeat purchases and helps to generate new revenue. Increasing brand awareness is invaluable for both new and existing customers.

When customers trust a company and feel like they know a lot about them, they will be more likely to make repeat purchases. Brand awareness affects the attitudes and perceptions, and you want consumers to have a positive response when they see your brand.

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

As a business, you're going to want to make a good first impression on your new customers. You can do this by constantly exposing them to your brand.

There are two main goals that you want to achieve with your marketing. One is brand exposure, and the other is actual marketing.

You may have used these terms interchangeably in the past, but they mean very different things.

By using them together you can strengthen your success and generate more revenue.

WHAT'S THE DIFFERENCE?

Brand exposure is a very simple concept. Basically, you're exposing your brand to people with the goal of familiarizing them with your name, who you are as a company, and the products you offer.

Whether you have a physical product or a digital one, the concept is the same.

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

WHY IS BRAND EXPOSURE IMPORTANT?

Brand exposure is generally the first step of the marketing funnel. It's an important part of the foundational relationship you build with leads in order to eventually convert them to customers. Brand exposure leads to the awareness that helps people recognize your business.

There are several important reasons to increase brand awareness:

- **It keeps your brand at the forefront.**
When people become familiar with your brand, it increases their comfort with it and builds trust. Then, when it comes time to make a purchase, they are more likely to choose you over your competitors.
- **It helps achieve your goals and objectives.** Brand awareness helps to expand your audience, drive organic

traffic, cultivate leads, and build loyalty.

- **It casts a wide net for the top of your funnel.** Brand awareness campaigns let people know what you have to offer and then it pulls in the ones that are truly interested so they can be nurtured to conversion.

Building brand awareness is important, which is why it is a top goal for B2B and B2C marketers. But, to achieve your goals, you need to know how building brand awareness will help your particular business.

HOW BRAND EXPOSURE HELPS YOUR BUSINESS

There are many benefits to increasing brand awareness. Capitalizing on strategies to boost your awareness will create a great diversity in your marketing strategy.

Some advantages to brand awareness for your business are:

- **Increase market share and sales.**
Performance marketing goals, like leads and sales, are often driven by brand awareness. **As people become more aware of your brand, you can receive more conversions and become more dominant in your market.**
- **Scale content across new channels.**
Brand awareness campaigns can help you to reach new audiences and feed the top of your funnel from different platforms.
 - So, if your main top-of-funnel traffic has come from organic search traffic to your website, you may try supplementing your SEO traffic with a social media campaign.
- **Get more leads.** Investing in brand awareness will bring more opportunities for you to grow your lead generation

and energize your marketing strategies.

- **Improve brand perception.** Brand awareness not only helps to shape what people know about your business but can also change how they think about it as well.
- **Build audience data.** With a wide-reaching awareness campaign, you can collect valuable data regarding your audience and target market. Having this data will allow you to segment your audience, create retargeting strategies, and optimize your marketing strategy for future campaigns.

Brand awareness is well worth investing in. It creates a foundation for the growth of your business as well as helps your audience to understand your value in the market.

Brand awareness is not just about driving traffic or increasing engagement. It can transform your marketing strategy by driving

more conversions, creating more opportunities, and giving you insight into your audience.

So, how do you go about increasing your brand awareness? Let's look at some of the top methods.

1. CONTENT MARKETING



Brand awareness isn't just making sure the audience knows the name of your brand, but it's also helping them to understand what makes your brand unique. To create this distinction, your content should tell the

audience what sets your brand apart from the competition.

Real brand awareness is about your audience getting to know the personality of your brand.

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.

In fact, one [research study](#) found that more than 80% of people searching for a product on Google clicked on websites in the results that they were already familiar with, regardless of where they ranked in the results.

Content marketing is an incredibly effective way to build brand awareness. 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:

- Content marketing helps you to express your knowledge and expertise which builds trust with your audience.
- The more content you publish, the more exposure you create, and the more you can widen your audience.
- Your content is part of your brand and can be used to express your brand voice and strengthen your commitment to your values.

ESTABLISH YOUR BRAND'S AUTHORITY AND EXPERTISE

When you regularly publish content that is informative, educational, and solves the problems of your audience, you establish yourself as an expert in your market.

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. The goal of this type of content is to share

knowledge and to resonate with your audience as an authority in the subject.

While the audience that you build 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.

In the future, when they do have a need for the product you sell, the trust you've built with your content will give them the confidence they need to purchase from you and not your competition.

QUALITY CONTENT BUILDS TRUST

When you consistently publish helpful information that your audience can use to solve their problems and enrich their lives, it not only establishes your authority but also earns the trust of your audience.

Consumers today don't seem to like brands that only have an interest in selling to them. They don't really respond to the *sales pitch* of

days gone by. They have access to so much information now that they are able to research products and brands and make decisions based on aligned values and *trust*.

By publishing content that is not focused on making sales and shows you actually care about your audience's problems, **you create a relationship with the consumer which makes them feel like they can trust you.**

The more your audience gets to know your brand, the more likely they will be to trust you. And the more trust you build directly correlates with the amount of money they will spend with you in the future.

According to a survey by [Marketing Charts](#), about two-thirds of adults in the US say that trust has a great deal (31%) or a lot (37%) of influence on their decision when making a major purchase. Respondents in the UK (57%) and Canada (69%) also said trust in a brand had a major impact on their purchase decision.

DEVELOP YOUR BRAND PERSONALITY

There are a lot of businesses out there that offer similar products and services. Your brand personality is another way to separate you from your competition and build a relationship with your audience.

The content you publish should always reflect your brand values and your mission. It should convey to your audience that you genuinely care about solving their problems and not just selling your product or service.

Another thing to consider about your brand personality is the tone and voice of your content. This could be confident and informative, creative and fun, or quirky. Your tone will completely depend on your audience, the market you're in, and how you're trying to position your brand.

In order to have your brand personality working for your brand awareness, 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 you publish content about topics you know your audience is interested in, your site will come up in searches for keywords that your customers are looking for. This is a great way to boost your SEO, which will increase your rankings in search engine results, thereby getting even more exposure.

Each time you publish content, you increase your chances of showing up in the search results. Consistent, quality content can help you to entice traffic from other sources as well.

If your audience finds your content to be really good, they will tend to share it on social media.

Social media mentions are even more effective, because not only are you being exposed to a wider audience, but when a person shares your content, they are effectively giving it a vote of confidence.

In today's market, over 80% of consumers say they are more likely to buy a product or service if it's recommended by a friend or family member. Don't underestimate the power of social media mentions!

BUILD CUSTOMER LOYALTY

Content marketing not only attracts new customers but also helps you to keep the customers you already have.

Fortifying the relationships that you've created with your customers is a very important aspect of building your brand. **When customers feel loyal to your brand, they are much more likely to recommend it to others.**

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, and keep your brand at the forefront of their minds.

Remember, you're building a relationship with the target audience based on solving their pain points and caring about more than just the sale. There's no better way to do that than by being there for them even after they've purchased your product or service to keep providing value.

AVOID UNDERESTIMATING ORGANIC SEARCH

Your brand can get a ton of exposure just through consumers finding you in an organic search. Even if they don't click on your link every time, if they keep seeing your name pop up when they search for the things they're interested in, they will start to get comfortable with it. When it's familiar, and it's time to make a purchase, they may come your way.

2. HARO



HARO stands for Help a Reporter Out and it is a great way to get a ton of exposure for your business and/or products and services.

Journalists today need to produce stories at a pretty quick rate. You would think this demand would have the journalists actively seeking story ideas and sources but that really isn't the case.

Truth is, journalists are bombarded all day long with emails offering story ideas, requesting backlinks, and asking for quotes. About 50% of journalists actually report receiving approximately 100 emails a day asking for these very things.

So, if you want to get the journalist's attention, you have to offer them something to make you stand out and get noticed. This is where HARO comes in.

Haro allows journalists to find the sources and insights they are looking for and gives you the opportunity to build a relationship with the press while gaining exposure for your business in the process.

WHAT IS HARO?

HARO is a website service that connects journalists with sources for stories they are looking to write. For example, if a journalist or publisher has an article idea but is having a hard time getting expert insight or facts for the article, they can create a HARO request to find someone to help them.

The requests are collected and released three times per day in an email.

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

Being able to stand out from the crowd is difficult, especially when you're just getting started.

Using digital PR is a powerful way of building brand identity and trust with your audience. That's where HARO shines. If used well, HARO can help you build your brand awareness by utilizing the markers of a successful PR campaign.

- **Thought leadership.** Commenting on a story as an expert in the industry helps to establish you as a thought leader. Oftentimes, when you're featured in publications that are well-known and respected in your industry, the journalists will start coming to you for comments.
- **Backlinks.** Luckily, when a journalist mentions you in a publication, it not

only builds your exposure but generally also includes a backlink to your website. The more relevant, quality backlinks you get, the more authority search engines will assign to your website.

- **Building Relationships.** Once a journalist has used you as a source, they will probably reach out to you again for similar stories in the future.

HARO is not just a place for niche and specialist publications either. 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

Now that you are aware of what a great tool HARO can be for getting more exposure for your business, you probably want to get started.

Here are five steps to getting started...

Step 1: Set Up An Account

Setting up an account on HARO is quite simple. Click the signup button on the HARO homepage and fill out the form with your details.

Next, you will need to set up your profile. This will include whether you're a source or a journalist, your general information, and your location.

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.

You will have the option to filter the emails by industry but be cautious - **journalists aren't always good about including the industry in their emails, so a lot end up going into the general list.** Filtering too much could result in you missing out on some great opportunities.

HARO offers a free basic service and then you can purchase other plans based on your needs.

Step 2: Start Discovering Opportunities

The best way to utilize HARO opportunities is to find and respond to the leads you're interested in as soon as they hit your inbox. Depending on your particular industry, there could be dozens of worthwhile opportunities for you to take advantage of.

You might be tempted to go after all of them but **consider these questions before you respond:**

- 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?

Answering yes to these questions will help you to determine if putting in the effort for the HARO lead is going to help you to achieve what you're trying to accomplish. You may not have the time to respond to every request, so it's okay to be choosy.

Step 3: Follow Best Practices For Responding to HARO Queries

You should provide a tailored response to the HARO requests you're interested in, so you stand out from all of the other people responding. As previously mentioned, HARO requests need to be responded to quickly to increase your chances of being selected.

You can help streamline your process by writing up a pitch template for HARO requests.

Also, here are some things that journalists are looking for in your HARO response that will help increase your chances:

- **A concise answer with details.**
Journalists are often short on time, much like the rest of us, so be sure your response has plenty of useful content but also gets quickly to the point.
- **A unique viewpoint.** If you're responding to a news story, provide a viewpoint that is different from the norm or provides a fresh perspective.
- **Digestible soundbites.** Since your quotes are likely to be chopped up, be sure your answers are easily digested by the reader and can be easily copied from your email to the article. Don't forget to proofread.
- **Use actual industry expertise.**
Remember, you're the expert. **First-hand accounts and anecdotes are powerful and much more likely to get picked up.** You can also include links to other articles you've been quoted in.

If you choose to create a pitch template to cut down response time, be sure to personalize it each time. Also, journalists will often need your website URL, a headshot of you, and your social media handles.

PRO-TIP: Don't attach any files to your emails, it could get your email flagged as spam.

Step 4: Monitor

After you've sent your response to the query, you'll want to monitor the news for your response. Many times, the journalist won't get back to you, even if you were successful.

The best way to do this is to set up some basic media monitoring. **A simple solution is to set up a Google Alert for your name and your business name.**

You can also subscribe to the journalist's feed so you can see anything Google misses.

Step 5: Share

Getting a great media win like this is worth celebrating! If you're mentioned in an article, be sure to share it on social media, in your newsletter or email campaign and with your staff.

You could even tag the publication and the journalist in your post and send a thank you email to let them know you appreciate the mention and you're available for future stories.

3. PARTNER WITH INFLUENCERS



Influencer marketing can be a smart move for increasing brand exposure. However, you will need to know a little bit about influencer marketing and how to track your KPI and ROI

to ensure that you're getting your money's worth.

MEGA, MACRO, MICRO, AND NANO

First, let's talk about the actual influencers. When this type of marketing first took off, it was mostly celebrities promoting products.

Think back to when Oprah and Ellen were giving away products for Christmas on their shows. They were acting as influencers by giving the products away on their shows. Companies would clamor to donate their products for the giveaway because they were well aware of what this kind of *exposure* could do for their brand awareness.

Today, there are basically four different types of social media influencers:

1. **Mega.** 1 million + followers
 - Mega-influencers are celebrities and are at the top of the food

chain when it comes to influencers. If brand awareness is your goal, these are the people you most want to work with. This is how to reach a massive audience very quickly.

2. **Macro.** 100,000 - 1 million followers

- Macro-influencers offer a large and engaged audience that fits within a certain niche. Since macro-influencers have grown their audience from scratch online, they tend to be very effective at brand collaborations.
- They tend to know their target audience very well and have nurtured their bond over years. Maintaining the bond they've created is their priority and they won't jeopardize it by flubbing a partnership.

- While more affordable than mega influencers, macro-influencers can still command a pretty penny depending on their reputation and level of audience engagement. Some get a payday of more than \$1000 per Instagram post.
- **The thing you want to pay attention to is engagement rates.** Ideally, you want to find a macro-influencer with a large audience in addition to higher engagement rates. Influencers with larger audiences tend to have lower engagement rates.

3. **Micro.** 10,000 - 100,000 followers

- Micro-influencers are the most common type of influencer on Instagram right now. **While micro-influencers have a small reach, they tend to have a more**

targeted audience which makes them more trusted by their highly engaged, loyal, and relevant fans.

- Because their audiences are so engaged, they tend to generate more qualified leads, especially if their target market is a match for yours. Micro-influencers tend to have more credibility and have a niche that they specialize in.
- 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. This means that you may be able to work with more than one at a time for maximum effect.

4. **Nano.** 10,000 followers or less

- Nano influencers are fairly new to the influencer game and are generally popular within their

local community. While their reach is lower, their influence is pretty huge as **they generally have the highest engagement of all social media influencers.**

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, this is the choice for you.
- **Macro influencer.** If you want to target a certain audience but reach a large market, this is the way to go. Be sure to watch your ROI as some influencers have better engagement than others, and you'll want to be sure you're getting your money's worth.

- **Micro influencer.** If your goals are to increase conversions and generate leads with a specific audience, a micro-influencer will be a great choice.
- **Nano influencer.** Local businesses and brands with a tighter budget but still want to get the conversation rolling about their products or brand should seek out a nano influencer.

BRAND REPRESENTATIVES

Once you've decided on the level of influencer you think will work best for your goals, you can start reaching out to find people who are willing to be a brand representative or brand ambassador. This is a really effective method if you have an online shop with physical products. Once you've chosen your representatives, send them some free products and give them a discount code that they can pass on to their followers. In exchange, they will promote your products to their audience for a specified amount of time.

PRODUCT REVIEWS

Another option is to send free products to bloggers and influencers in exchange for a one-time promotion such as a blog post or social media post.

To make this successful, you'll want to make a list of influencers and established blogs within your niche. While making your list, be sure to consider their audience - will they be interested in your product?

If you don't share similar target markets, they may not be a good fit. Once you've made a list, simply reach out to them to find out if they'd be interested in getting some free product in exchange for a review.

SPONSORED POSTS

If you have a bit of money to spend, consider sponsored posts as a way to get more exposure for your brand. While a product

review is solely at the discretion of the influencer and you have no control over what is said, a sponsored post allows you to have control over what you'd like the influencer to cover in their post.

4. START AN AFFILIATE PROGRAM



Digital marketing is great, but **word-of-mouth advertising is still one of the best ways to get the word out about your product or service.** When people love your brand and products,

they will share that love with their friends and family.

When you give them an incentive to share your products with their audience, they are much more likely to spread the word in a strategic way.

WHAT IS AFFILIATE MARKETING?

Affiliate marketing is a relationship with a marketer, where the marketer tells their audience about your product or service in return for a commission for their results in sales, leads, or whatever is your goal.

The marketer could be a blogger, influencer, or anyone who has an online presence and thinks they can market your product to their audience.

Some companies have certain specifications that have to be met in order to be an affiliate for them. For example, they might require you to have a certain number of subscribers or

followers before you can participate in their affiliate program.

Once you approve an affiliate, you give them a link – specific to them - that is able to track clicks and purchases. The affiliate gets paid based on this information.

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 working with selected affiliates, you can get your products exposed to new and different audiences and create awareness with a much broader reach. It's a very efficient way to increase brand awareness.

One big advantage is that you only have to pay for the actions that you specify and even if no one completes the action, you still get the exposure.

By creating an affiliate channel, you'll be engaging with bloggers, influencers, and content creators in your niche who are interested in adding your links to their websites. And they will want to promote your brand as much as possible so they get more affiliate dollars sent their way.

Be sure to choose affiliates that are within your niche. It doesn't really matter if you have the greatest affiliates in the world if their target audience is not interested in your product.

5. COLLABORATE WITH OTHER BRANDS



Collaborating with other brands is a great way to grow awareness of your brand. **What you're looking for here is another business within**

your niche that sells a product that is complementary to yours.

If you find another brand with a similar target audience, you can collaborate to create a subscription box type of model where you each include 1-2 products and sell them as a set.

By working together with companies similar to yours, you can promote your brand, minimize costs, and increase sales. This type of collaborative marketing boosts exposure by utilizing side-by-side advertising with brands similar to yours. It's an effective system, especially in the online marketplace.

FINDING BRANDS TO TEAM UP WITH

When you're looking for other brands to work with as a collaboration, you'll want to very clearly define the expectations that each brand hopes to gain. Synergy is an important aspect of collaboration. Work with brands that serve target audiences similar to yours.

For example, a nutrition coach might collaborate with a supplement company, a fitness studio, or a whole food market. A children's clothing company might collaborate with family photographers, parenting bloggers, or toy companies.

FINDING WAYS TO COLLABORATE

Once you've thought about how to find other brands you can work with, try these ideas on how to actually collaborate:

- **Contests and Giveaways.** This is actually one of the most popular ways to collaborate with another brand. Be creative as you think of ways you could run this. Maybe you can run a drawing on social media or do a photo contest.
 - **Be sure all of the brands involved are tagging each other, so you can expand your reach and broaden your audience.**

- **Product shoots.** Not only is this a great way to partner with other brands but it also will provide you with content to use for your own marketing.
- **Event/Party.** If you want to get a lot of people talking about your brand, putting together an event with other brands can create a lot of buzz. This could also work with a joint webinar or other online events.

MANAGE EXPECTATIONS

Ensuring that everyone knows what to expect and what their role is in the collaboration is vital to its success. Be sure to work out all of the details and make sure everyone is getting what they expect from your partnership.

6. INCREASING EXPOSURE WITH GUEST POSTS



Guest posting is a tremendous way to position yourself as an expert in your field and expand your brand exposure.

FINDING A BLOG TO GUEST POST ON

Do a little research on the other blogs in your niche. You'll want to stay within your niche because, as usual, you need to share a similar target audience. Figure out what types of posts they already have and what you might be able to add that would benefit their audience.

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.

It's helpful, but not necessary, for you to already have the article written. When you send your pitch, include the specifics about your article and the enticing title you've chosen for your piece.

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

Most blogs will allow you to add your bio on your post as well as a link to your website.

HOW DOES THIS INCREASE AWARENESS?

By guest posting on another blog, you get to expose your expertise to an entirely new audience. If your article is well written, relevant, and solves a problem for the reader, they may want more from you and click your link to read more of your content.

THE TOP OF THE FUNNEL AWAITS



Remember, awareness is at the top of your sales funnel. **Increasing your brand awareness helps entrench your brand into the lifestyles of consumers.**

When you understand how brand awareness benefits your business and how to establish it, you will reap the benefits for a long time.