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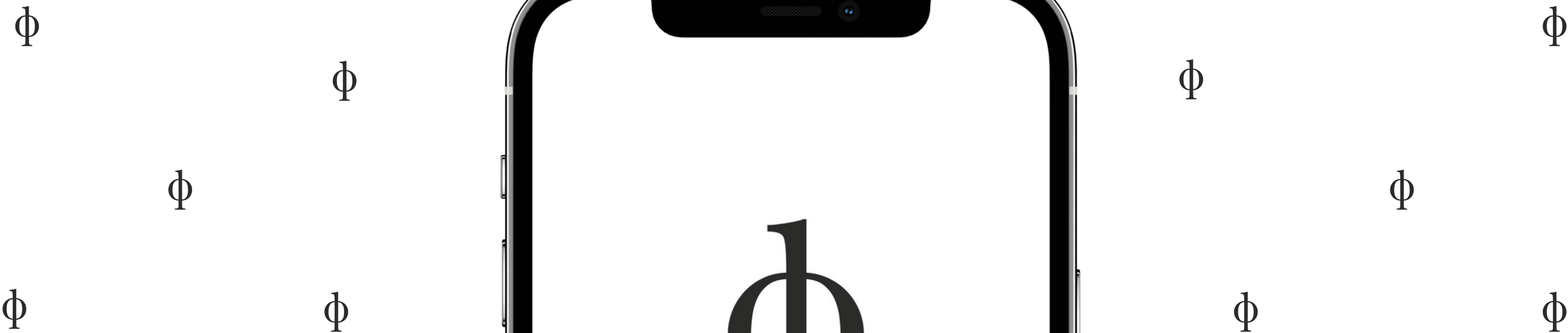
Filatov Brand Awareness Strategy

A Detailed Brand Awareness Strategy to Improve Filatov's Marketing Efforts

The key to a successful Brand Awareness Strategy, like the User Experience Strategy, lies in our ability to be Customer-centric. Brand Awareness focuses on how we can create a <u>positive perception</u> about who we are to both old and new customers.

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3 Benefits of Developing a Brand Awareness Strategy

1. Gives you some **control** over how people ultimately perceive your brand. You get to write your own **story**.
2. Helps to build **trust** between you and your target audience.
3. Trust builds **customer loyalty**: loyal, happy customers will promote you to their friends and family, which brings you more customers in the long run

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Brand Awareness Strategy Steps

Step 1 - Understand Your Target Audience.

Step 2 - Focus on the Platforms Your Audience Uses Most.

Step 3 - Set Achievable Goals.

Step 4 - Partner With Complementary Brands/Influencers.

Step 5 - Be Active and Engaging Online.

Step 6 - Highlight Your Brand Personality.

Step 7 - Improve the Customer Experience.

Step 8 - Track Your Results

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Understand Your Target Audience

In the previous presentation, we developed an understanding of our target audience.

Filatov Fashion-lover

Stages	DREAMING	PLANNING	ORDERING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Assess Cost	Wear Clothes	Review Experience
Interactions	High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Use a smart pricing strategy - clothes should be worth the price	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: **Modern, Classy, Edgy, High Quality**

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Social Media Platforms

Rather than spreading our energy across multiple social media platforms, we may want to focus on the ones customers like the Filatov Fashion-lover use most often. We can drive traffic from these social media platforms to our new website.

Before Purchasing, the Filatov Fashion-lover may find a search for outfit inpiration Pinterest, Tiktok, Instagram or Facebook. They may go to Youtube for detailed videos.

After Purchasing, the Filatov Fashion-lover would be the most active on Instagram, Facebook, Tiktok, depending .on the what they prefer. Serious Fashion-lovers are likely to post YouTube videos.

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<u>Br</u>and Awareness Objectives
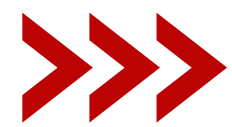
➤➤ It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.
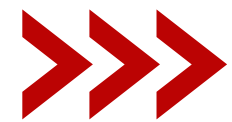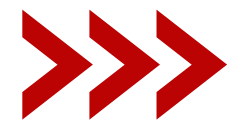
➤➤➤ SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. An example of an objective and KPI are shown below:

"Increase number of Instagram followers by 2,000 by 1 April 2023."

KPI - Number of Instagram followers.

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Partner With Complementary Brands/Influencers

>>> Working with the fashion influencers would be a great move - Influencers give you access to their niche audience in a relaxed and relevant way. These audiences often trust in their thoughts and opinions.
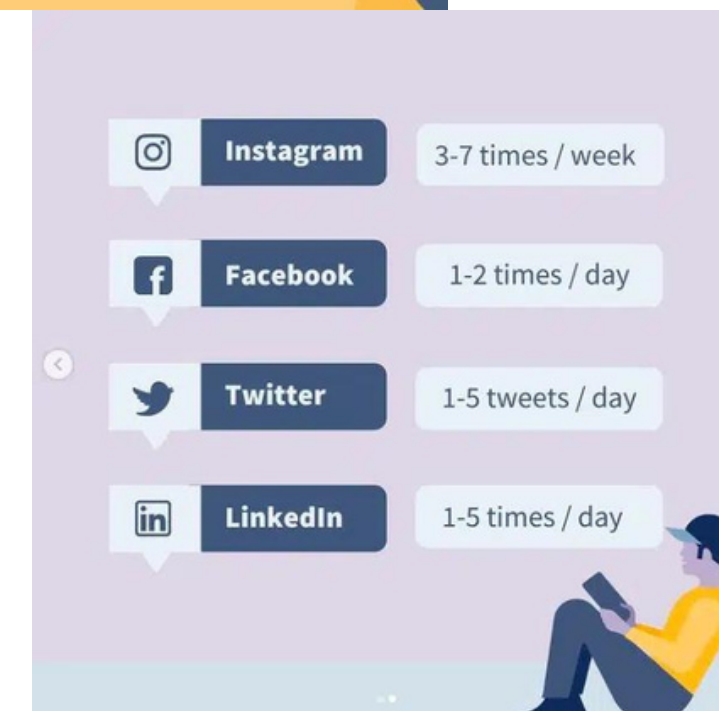
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<u>Be</u> Active and Engaging Online

>>> Great Content is **Findable**.

>>> Great Content is **Shareable**.

>>> Great Content is **Usable**.

>>> Great Content is **Memorable**.

>>> Great Content is **Quotable**.

>>> Great Content is **Actionable**.

>>> Great Content is **Readable**.

>>> Great Content is **Measurable**.

80%
of your posts should inform, educate, or entertain your audience

The 80-20 Rule

20%
can directly promote your brand

	Instagram	3-7 times / week
	Facebook	1-2 times / day
	Twitter	1-5 tweets / day
	LinkedIn	1-5 times / day

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Highlight Your Brand Personality

Your brand voice helps you relate to your target audience and is the vehicle that leads to a strong relationship.

In order to build a strong relationship with our customers, all our interactions need to be **consistent, meaningful and** guided by the same **principles.**

Filatov Fashion-lover

Based on the Filatov Fashion-lover's needs, we they content we create should meet these experience principles:

- **Modern**
- **Classy**
- **Unique**
- **High Quality**

Improve the Customer Experience

The previous presentation highlights the process of improving the overall Customer Experience by identifying the Filatov Fashion-lover's needs, potential activities, points of interaction and experience principles.

Filatov Fashion-lover

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Experience Principles: **Modern, Classy, Edgy, High Quality**

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Track Your Results

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Once we have executed on our strategy, the following KPIs may be used to measure and track our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						

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What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

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Track Your Results

What should we STOP doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

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Track Your Results

What should we START doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

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Thank You