

Brand Awareness and Reach

By conducting regular, well-designed brand awareness surveys you can keep tabs on how effective your marketing campaigns really are.

When done right, a brand awareness survey can help you measure:

- **Brand Recall:** Can a customer spontaneously recall your brand, or do they think first of a competitor?
- **Brand Recognition:** When presented with a list of brands, does your audience recognize yours as a reputable option?
- **Brand Identity:** Brand identity is what you as a marketing team create. It's important to determine whether these efforts are being successful.
- **Brand Image:** While brand identity is created by the brand itself, a brand's image is based in the customer's perception alone. Tracking disparities in these two can reveal gaps in your marketing efforts.
- **Brand Trust:** In an era of data breaches, keeping tabs on your levels of brand trust is key. If your brand doesn't appear trustworthy, you will have difficulty retaining customers.
- **Brand Loyalty:** Loyal customers can become evangelists, but you need to consistently track loyalty levels to determine how often this transformation is happening.
- **Customer Profile:** Changes in your core customer base may signal the need for a pivot, either in the product or your marketing messages (or both).