

You have a business that you've worked hard to establish in your community. You have a product or service that you are proud of. The next step is crucial: you're ready to build awareness of your brand. Here's what you need to know to create Top of Mind Awareness (TOMA).

TOMA is "the state of the mind of the customers that allows them to have a particular brand name on the tip of their tongue and can indicate of being aware of that particular brand."¹

As brand awareness increases, so does the number of potential customers; as your brand is embedded in the minds of consumers, conversion rates can improve as well.



FORMING AWARENESS is not as daunting as it seems.

Here are key elements to incorporate in your brand strategy:



1 Have a strategy built on truth.

If you aren't getting the numbers you've been hoping for, there are two common issues at hand: you either don't have a strategy at all, or your strategy isn't being communicated effectively and truthfully to your potential consumers.

2 Traditional advertisements are an effective communication tool in presenting your brand, but a memorable visual is key.

Humans are visual learners. Make sure your logo and visible branding reflects your business accurately and in a memorable fashion.

3 Give consumers what they want; nothing more, nothing less.

In this phase, content is crucial. Engage with consumers based on the problems you know they are facing in relation to your field of expertise. By presenting valuable insight regarding your product or service, you can build trust and establish an emotional connection (through problem-solving) with the consumer.

4 Invest in the long-term.

Memorability has long been considered a vital indicator as to whether a product will be purchased at all.¹ Presence is effective when consistent; brand awareness is not a short-term goal or quick fix. Be in front of your target audience month after month with a purposeful message and memorable visuals.



¹ Masoom, Muhammad. "TOP OF THE MIND AWARENESS (TOMA) OF A PARTICULAR BRAND AS LEADING CONSIDERATION OF PURCHASING THE PRODUCT AN EMPIRICAL ASSESSMENT." *JIMS8M: The Journal of Indian Management & Strategy*. 2013.