

Beat: Business

Benefits of Brand Awareness

How New Media can Promote Your Brand

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Business Nature Inc - The marketing concept of brand awareness is a tool of quantifying the trends and levels of customers' awareness of brands. The concept enables companies to learn about the number of consumers acquainted with their brands.

Companies are realizing the benefits of their brands' awareness, and they are using the appropriate tools to create and expand that awareness by means of state of the art advertising at the beginning of products' or services' life cycles. The creation of brand awareness has a strong impact on customers' purchasing behavior. With the correct marketing strategies and tools employed, companies guide customers who achieve a progress by passing through several consecutive stages, starting from the lack of awareness, then proceeding to the initial purchasing of products and services, and finally arriving at loyalty to brands they are satisfied with.

The of online marketing field, which reigns in the modern business world, wish to achieving brand awareness is combined with the goals of achieving preference and loyalty by customers together with the awareness of services and products. Online marketing provides ample resources for achieving all goals. An example quoted by "The Economist"^[?] concerns the Kraft food company which combines a scrumptious image, a recipe available on clicking, coupons also available on clicking, and finally a game that heightens the interest in the brand. Furthermore, as the article in "The Economist"^[?] points out, the awareness of brands can be achieved with online marketing thanks to innovative forms of advertising, using online video.

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