

Fundamentals Of Branding and Marketing For Small Businesses

Lesson 4 | Customers Brand Experience Funnel

**How to introduce and
promote your brand to
the market!**



Our clients' first question always is :
**HOW CAN WE PROMOTE OUR NEW
BRAND AND PRODUCTS?**

4 Steps

For promoting your brand.

We understand that promoting your business is a tough work, since at the beginning you don't have enough resources to spend on advertising your brand, we would advise you to take the long-term road, in order for a brand to be successful and resonate in its audience's mind and heart, it should build trust and allow customers to experience the brand through 4 stages.

1

Awareness



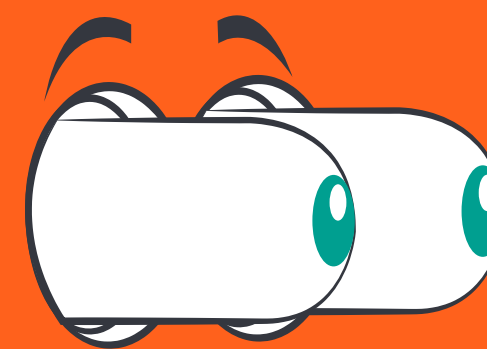
2

Interest



3

Desire



4

Action



Awareness is when people see your brand or hear about it for the first time in their life!

At this stage your job is to let people **know** that your brand exists.

- Use social media to create great content about your service or product; it could be (Photos, videos, articles) share it with people.
- Arrange small social events, invite your people and introduce your brand experience.
- Offer free samples or discount coupons so people won't think twice before spending too much money trying your product.

At this stage your goal is to invite people in and build trust, keep in mind that no one knows you yet don't worry too much about profit, it will come later.



Interest is when people like your brand and they are willing to explore it more.

At this stage, **don't force** them to buy, allow your customers to explore your brand more!

- Explain the benefits and the value of your product.
- Be aware that they're still not pretty sure whether or not your product/service is the right choice for them!

we understand that you are in a hurry for making a profit, but keep in mind that you can not force someone to marry you just because you are cute!



Desire is when your brand becomes attractive to your customer's eyes, and he/she desires to try your products.

At this stage, customers are falling in **love** with your brand, so make sure to provide the best **customers service** ever!

- at this stage, you have the permission to educate and promote your products and services to your customers.
- don't go on the long sale pitch, build up slowly, sometimes the fewest words possible with a simple smile will do the job!

Your customers need your attitude, guidance, service, and quality guarantee not your selling pitch! They already know what your brand is all about. customers service, customers service, customers service!



Action is when your audience is ready to take money out of their pockets and spend it on buying your products.

At this stage you don't need a lot of hard work to sell, people will buy on their own, focus on **listening** to your audience and **customers service**

- Be careful of overpricing; it should not feel like a rip off! You may lose them, always provide value and benefits in exchange for a fair amount of money, if your pricing is high then it should be for a reason, what is it?
- Simplify the process of purchasing your product, make it user-friendly and easy to use, no one wants to go through many steps or get frustrated while buying your product, people's patience has a limit! Close the sale as fast possible. Simplify, simplify, simplify!



At the end of the day it's all about your customer's overall experience, if it is a great and valuable experience with benefits that improve their lives quality then you got your self-repeating customers, Congrats!

If they're not coming back, then something is wrong! You may need to improve or make some changes, first, listen to your customers wants, observe their attitude and then adjust your business until you see happy faces!

Yuhuuu, that was awesome !

Damn! that was awful.

