

BUILDING A NAME FOR YOUR BUSINESS

When starting a business, most people know that they want to get their business in front of their audience, but don't know exactly how that looks. Public Relations is the sum total of all the efforts and activities you consistently perform to establish and maintain an open relationship with your targeted audience. The end goal of public relations is to generate positive public awareness of something, whether that is a business, organization, or person.

You want to evoke a unique response among your ideal clients when they see or hear your company's name. Think about how you feel when you see a green and white Starbucks sign. Every before you reach the door, you know it is Starbucks.

Brand awareness helps you to • Promote your business • Introduce new products or services • Build your business reputation • Differentiate your brand from your competitors • Find and retain loyal customers

While brand awareness can equal exposure, exposure doesn't always increase brand awareness. Building brand awareness and brand recognition requires creativity. In order to achieve different results – increased awareness – you must take a difference course of action.

Consider creating a handful of custom hashtags and use them in every single post. Pick two or three events a year that you would like to participate in or sponsor. Be sure to maintain uniformity throughout your regular social media posts across your profiles in your original voice. The more familiar people are with something, the more they trust it and gravitate to it.

Keeping tabs on where your business stands in the eyes of the buying public can go a long way toward becoming the brand of choice. If your business doesn't have a strong brand identity, people won't think much of your business, as they don't have much to go off of. It is extremely important to identify and strengthen your business brand so that you can harness it for success.

~ KRA Communications