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BRAND AWARENESS IN DOING BUSINESS

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Резюме – в данной статье рассматривается такое понятие как узнаваемость бренда и какие способы компании используют, чтобы увеличить ее.

Resume – this article examines the concept of brand awareness and what ways companies use to increase it.

Introduction. There are so many different companies in today's world. So, it's difficult for the customer to choose the right company that suits them the best. But when consumers recognize the company by its name or logo, they know they can trust it. That's about brand awareness. Brand awareness is a marketing term for the degree to which consumers recognize a product by its name [1].

Main part. According to a survey conducted on LinkedIn, 91% of professionals agree that branding is important [2]. But just how important is it? There are some reasons why brand awareness is important in doing business:

Customer recognition: Brand awareness is crucial for customers to recognize a business and its products or services. This recognition helps to build trust and familiarity, which leads to make it easier for consumer to decide where to buy a product or service.

Differentiation: In a crowded marketplace, strong brand awareness can differentiate a business from its competitors. A well-known brand can help to establish a business as a leader in its industry and create a competitive advantage.

Brand loyalty: Building brand awareness can lead to brand loyalty, where customers develop a preference for a particular brand over others. Increased sales, repeat business, and referrals may result from this.

Credibility and trust: Building a strong brand can also aid in gaining clients' respect and trust. Customers are more likely to believe in a brand they are familiar with, and a solid brand reputation can create an impression of dependability and quality. **Expansion:** Brand awareness can also help businesses to expand into new markets. A well-known brand can make it easier to enter new markets and establish a foothold, as customers are more likely to trust a brand that they recognize [3]. Increasing brand awareness is crucial for the company. The more brand awareness there is, the more customers there are, and consequently, the more profit there is. There are some ways to raise brand awareness effectively:

Social media: Social media is a rather powerful way for increasing brand awareness. By creating an active account on social media platforms such as

Facebook, Instagram, and LinkedIn, organizations can reach a wider audience and engage with customers in real-time.

Influencer marketing: Collaborating with influencers who have a large following on social media can be an effective way to increase brand awareness. Influencers can promote a brand and its products or services to their followers, who may be more likely to trust and engage with the brand as a result.

Content marketing: Creating high-quality content such as blog posts, videos, and infographics can help to increase brand awareness by providing valuable information to customers and establishing the business as a thought leader in its industry. **Search engine optimization (SEO):** Optimizing a business's website for search engines can help to increase visibility and drive traffic to the site. This can be achieved through techniques such as keyword research, on-page optimization, and link building.

Events and sponsorships: Participating in events and sponsoring relevant organizations or causes can help to increase brand awareness and build relationships with customers and the community.

Referral marketing: Encouraging existing customers to refer their friends and family to the business can be a highly effective way to increase brand awareness. Referral programs can be incentivized through discounts or other rewards. **Advertising:** Paid advertising through channels such as Google Ads, social media advertising, or traditional media such as TV and radio can help to increase brand awareness by reaching a large audience [4].

Conclusion. All in all, brand awareness is essential in doing business as it helps to establish customer recognition, differentiation, brand loyalty, trust, and credibility. By building a strong brand, businesses can improve their reputation, increase customer loyalty, and ultimately, drive sales and growth.

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