

Nine Exposures to Get Noticed

You need multiple 'exposures' to achieve brand identity and trust ... before you can get commitment from your target audience. It may take '9' exposures to get noticed. The hitch is that your audience may only see you every third time. So, now you have to think '27' exposures to get noticed.

Who is your target audience? Is it pet product manufacturers, wholesale distributors, retail chains, or boutique shop owners? How are you going to achieve 'top-of-the-mind awareness' so that they remember your company and not the competition? It sounds rather crude, but whatever the target, you have to be 'in their faces' a lot!

Exposures come in all forms. The obvious, most cost-effective, exposures include customer field visits, phone calls, postcards, networking events, positive word-of-mouth, couponing, POP displays, referral programs, interviews and quotes. You'll want to consider offering speaking engagements and educational seminars, testimonials, case studies, or white papers. Of course, the internet offers a multitude of opportunities with links, blogs, email blasts, and social networking, to name a few. Perhaps you prefer to cultivate relationships with 'centers of influence' and key opinion leaders (KOL's) or to form 'power teams'. There are literally hundreds of clever tactics you can use to get noticed.

Choose your exposures based upon your target market--it's not just 'any body', it must be 'some body'. Determine exactly who they are and where they 'hang out'. Find out what publications they read, their affiliations, their interests (both professional and personal) and who they know. That's where you begin your exposures.

Repeat your exposures, experiment with new ones, and be creative....over and over and over again...24/7!
Never stop.

If you want your product or service to become a 'household' word, you must have a plan. Only then will you enjoy vast opportunities to grow customer loyalty for sustained growth and profitability for a lifetime.

Vicki Lynne Morgan,

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ANIMAL BRANDS