

Brand Awareness:

Your Key to Trust, Loyalty and Sales

How will you know when you've successfully increased brand awareness? It's simple; you'll see improvement in your sales and customer loyalty, not to mention your marketing return on investment. It might not be easy to measure your brand awareness, but it's easy to measure its impact.

Where you'll see it...

Building Trust



◀ **Trust is critical:** Edelman reports that **81%** of consumers say that it's a deal breaker in a buying decision if they can't trust a brand to do what's right.

According to Shopify, **82%** of shoppers prioritize brand trust in their purchasing decisions. ▶



Shoring Up Customer Loyalty




◀ **72%** of consumers feel loyal to at least one company or brand.

It's a done deal: Among Americans, **59%** say that once you've won them over, they are loyal for life. ▶



Boosting Sales



◀ Consistent efforts at brand awareness increase revenue—by up to **23%**.

◀ **80%** of consumers say they prefer to purchase name-brand items.

60% of companies linked consistent branding in marketing with **20%** more growth. ▲



Money in the Bank!



◀ **Enjoy a bigger return on your marketing investment!** Once a customer feels connected to your brand, **57%** will increase their spending.

76% will choose your brand over a competitor. ▶

