

# BRAND AWARENESS – *how it's done.*

Drive multiple channel vehicles to the *Website - the hub for details*. A selection of key channel vehicles can serve as a basic marketing campaign.

## Social Media Platforms

LinkedIn, Twitter, YouTube, Instagram, Facebook, Social Media Management, etc.

## Salesforce

Sales Teams  
Customer Relationship Managers  
Salesforce Management Platforms

## Media & Press

Radio, TV, Internet, Print, Press and Press Releases, etc.

**Google Analytics and SEO** the process of improving the quality and quantity of website traffic to a website/web page.

## Collateral & Advertisements

Brochures, Fact Sheets, Email, Mailers, Video, Articles, Catalogs, Executive Bio, Advertisements (electronic, print, radio, TV) etc.

## Events & Tradeshows

Virtual Webinar, Industry Day, Training Session, Podcast, Conferences, etc.

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**Branding & Messaging** is the thread that connects all channels and communicates consistency to the customer.



**TFEVANS**.com  
LISTEN. LEARN. CREATE.

Contact [www.TFEvans.com](http://www.TFEvans.com) for details on how to increase your brand awareness.