



Page One Power Brand Awareness Campaign

Presented by Heidi Elmore

Why is Brand Awareness Important?

“Growth, Retention & Business Development”
-Nathan

- Crucial foundation for acquiring customers
- Retains existing customers
- Achieve a range of business goals
- Awareness strategies boost & diversify marketing operations



Revenue
increased 33%

from brand -
consistent activities

- Hootsuite

Increasing Brand Awareness



“Increasing brand awareness is a multifaceted process and sometimes requires you to promote simultaneously. Ultimately, if you want to build a stronger brand presence, then you have to use as many resources available to you”

-Survey Monkey’s Market Research Solutions

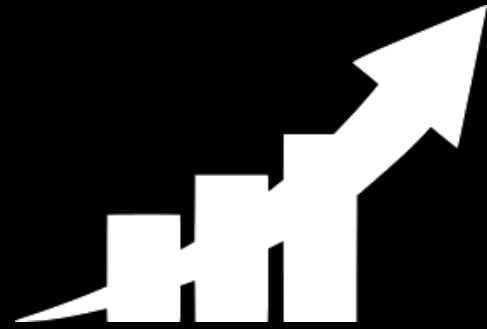
Key ways to boost brand awareness:

- Advertising
- Social Media
- Referral Program
- Content
- Events
- Collaboration

Social Media

Content Strategy

Social Media & Advertising



1. Set Goals & Align With Brand

2. Choose Content Topics & Post Types

3. Setup Content Schedules

4. Track Performance

Strategy

- Strategy Goals
- Campaign Ideas
- Content Strategies

Content

- Content Categories
- Content Types
- Content Repository

Metrics

- How to Measure Success
- Strategy Adjustments
- Engagement Metrics

Goals & Strategy

- Increase awareness through social media
- Increase engagement and website traffic through content
- Earn more leads

According to semrush, these were the key content strategy goals in 2022

Content Marketing Funnel



- **Tell Brand Story**
entertainment, social media posts, advertisements
- **Educate & Answer Questions**
How-To Guides, share blog posts, instructional videos, podcast
- **Why P1P?**
case studies, client reviews, content showcasing successes
- **Highlight Product & Services**
new features, knowledge base articles, webinars, youtube series
- **Form Emotional Connection**
interactive posts like quizzes, contests, giveaways, shoutouts, event photos, sharing a cause

SOCIAL MEDIA MONTHLY CALENDAR

- EDUCATIONAL
 - CONNECTING
 - INSPIRATIONAL
 - PROMOTIONAL
 - INTERACTIVE
 - NEWSWORTHY
 - ENTERTAINING
-  

SUN	MON	TUES	WED	THURS	FRI	SAT
						1 ● HOW-TO CAROUSEL Benefits of Linkbuilding 11am ● Sharing a blog post 11 am
● STORY POLL ??? 6pm	● SERVICE PROMOTION Story ad 11am		● curate visual media from SEO niche 9am	● Share curated infographic 1pm		8 ● SERVICE PROMOTION Webinar invitation ad 9am
Easter ● Holiday Content! 8am		● QUOTE 9am		● Employee Feature 11am	● SERVICE PROMOTION free consultation? 9am	15
	● GIVEAWAY special giveaway for engagement 11am		● VISUAL RESEARCH SEO Related 9am	● Share a blog post 1pm		22 ● Story quiz niche related 8am
● HOW TO CAROUSEL Create linkable content 1pm		● "Tuesday Testimonial" share client successes 9 am		● Shoutout to complimentary business #Hashtags 11am	● SERVICE PROMOTION Technical SEO ad 2pm	29

P1P Focused Content Ideas



Success Stories & Testimonials

Sets P1P apart and
showcases what we do



Share Blog, Youtube Series & Webinars

Gain website traffic &
increase engagement



Instagram & Facebook Ads

Expands reach
and targeting

Meta Business Suite

Track
Performance



Streamline
Publishing



Manage
Monetization

Measure and view insights to all paid
and organic social media efforts on
Facebook & Instagram



- Engagement rate
- Website referral traffic
- Audience demographics
- Reach
- Ad spends & metrics

& much more!

[Learn about Meta Business Suite here](#)



Metrics for
multiple platforms
all in one place



Free to use

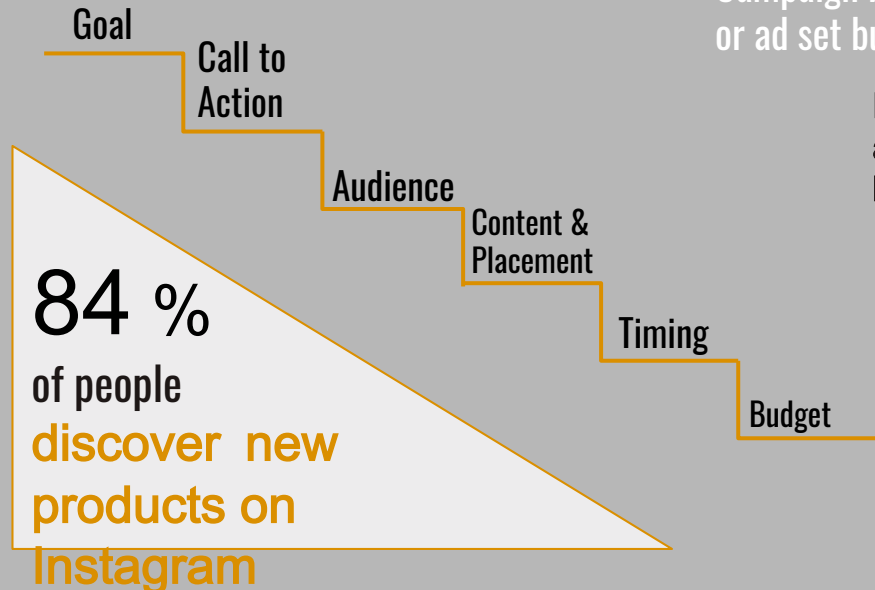


All in one social
media managing tool

Meta Ads Manager



Budgets:



Campaign budgets
or ad set budgets

For both, you can set
a daily budget or
lifetime budget

Lifetime budgets are the
total amount over entire run
time of a campaign or ad
set


You can change
budgets anytime

[Learn
more here](#)

Advertising Examples

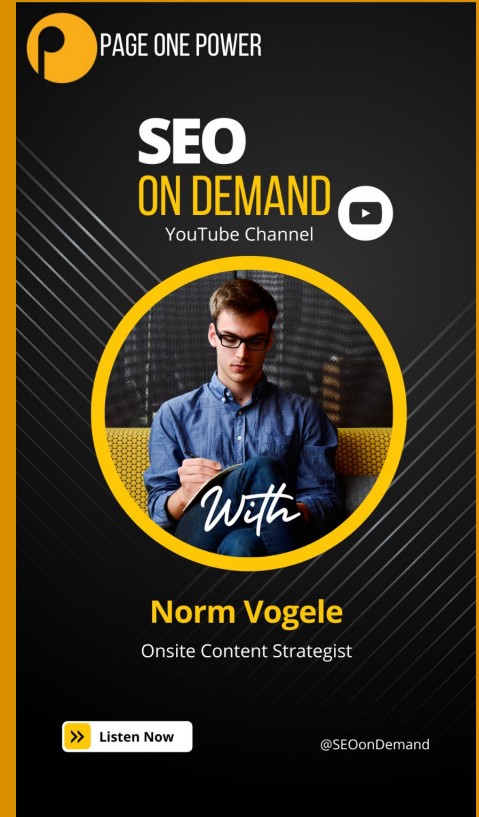
**BETTER LINKS.
BETTER CONTENT.
BETTER SERVICE.**

[SEE OUR SERVICES](#)





PAGE
ONE
POWER

Facebook Ad



PAGE ONE POWER

**SEO
ON DEMAND** 
YouTube Channel



With

Norm Vogele
Onsite Content Strategist

[Listen Now](#) @SEOonDemand

Instagram Story Ad

Thank you so much!

Sources:

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