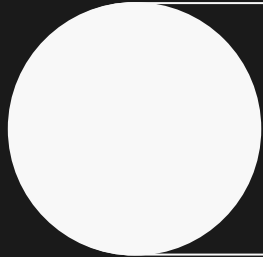


Lesson Eight - Strategy Implications from Brand Tracking Results

Brand Tracking 101



Phil Nottingham

Lesson Objectives

1. Determine the correct strategic course of action based on brand tracking results

If Brand Awareness is down...

This is not necessarily a problem in and of itself. Brand awareness tends to fluctuate wildly, except for big consumer brands.

If a decline is observed over an extended period, invest in PR, Advertising, SEO and Social Media.

If Brand Engagement is down...

Adapt your approach to social media.

Consider your brand positioning and wider focus on content - are you saying the right things?

Work out new topics that might resonate with your audience.

If Brand Affinity is down...

Invest in high-level creative content or community.

Build an audience.

Reach out to your best customers to understand their perspectives.

If Brand Sentiment is moving negatively...

Speak to people. Get to the root causes.

See if whether what you're known for aligns with what you'd like to be known for.

How to Improve Brand Metics

To improve Brand Awareness..... Do more stuff!

To improve Brand Engagement.....Do different stuff!

To improve Brand Affinity.....Do bigger stuff!

To improve Brand Sentiment.....Do new stuff!

Lesson Recap

1. Determine the correct strategic course of action based on brand tracking results