

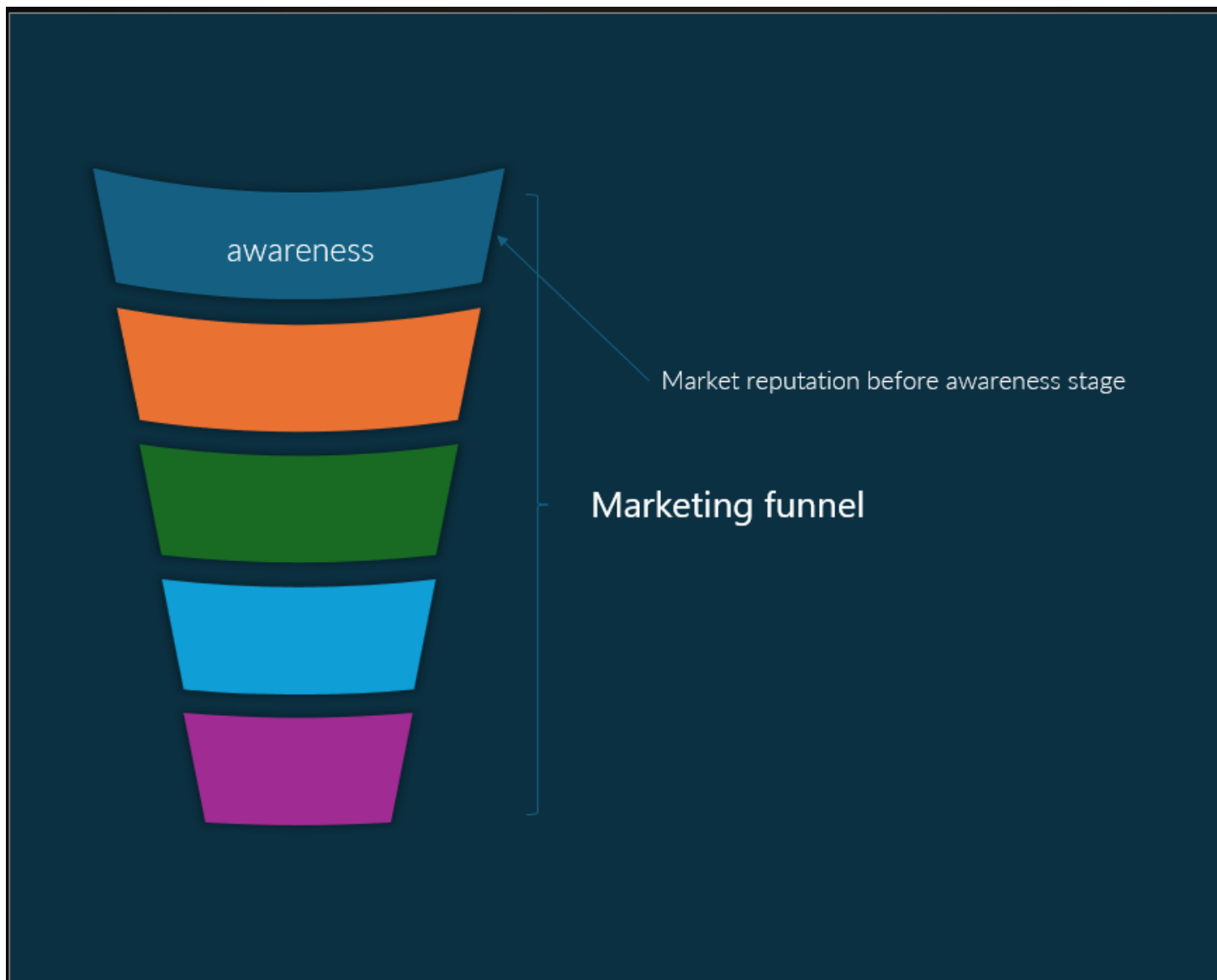
Reputation Before Awareness

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In the marketing funnel, the process typically starts with the awareness stage, aiming to reach as many potential customers as possible. However, an often-overlooked but crucial stage before awareness is reputation.

It is essential to study the reputation of the brand across different market segments. The reputation of a brand's products or services can significantly impact the outcomes of the awareness stage.



Market Reputation

Negative Reputation

If a brand has a negative reputation, the awareness stage might spread this negativity among customers instead of building a positive image of the brand, its products, or services.

Build reputation solid knowledge

It is essential to study and develop a solid understanding of the reputation of the brand's products and services, or even specific items. Customer segmentation, combined with a thorough analysis of products and services, greatly aids in assessing the brand's reputation. There are numerous strategies and approaches to research and understand brand reputation in the market. Simply put, do not begin awareness campaigns without first establishing a strong brand reputation.

Entering a New Market

When entering a new market or launching new brands or products, it is still necessary to study the reputation of similar businesses and competitors. Customers often have pre-existing perceptions about specific industries or products. If the market has a negative view of a particular industry or key players, promoting and building awareness for your brand and related products will be challenging. In such cases, a different market entry strategy is required.

Use A/B Testing Approach

A highly effective approach is to use A/B testing to gauge market reputation regarding your brand and related products and services, especially if there is already a negative perception. Key steps include:

- Building customer segmentation
- Defining specific market segments
- Starting with a small focus group for initial awareness efforts
- Targeting the most loyal customers, if they exist
- Engaging specific important customers
- Implementing other marketing strategies to build awareness

By focusing on reputation before awareness, brands can ensure more effective marketing outcomes and a stronger market presence.

