

Awareness > Familiarity > Preference

Media sales reps (radio, newspaper, and so on) will often make their pitch on the basis of “getting your name out there” or “building awareness.” So I’m often asked by business owners, “Is awareness really a good enough reason to advertise?”

What they’re really saying is, “I need sales today. Awareness won’t cover payroll.”

In that respect, media reps often do themselves a disservice in their own sales pitches. But the fact is, awareness is the first step towards a sale. Therefore, awareness is the first need that is accomplished through advertising and promotion.

Winning a customer begins with awareness; without it, in fact, a sale is impossible. But awareness is only the first step.

According to America’s Research Group, the average consumer shops 1.8 locations before making a purchase. This is significantly down from decades past, where shoppers would visit all the suppliers they could find before buying their washing machine, for example.

One implication of the time crunch of modern life is that people don’t shop around the way they did in past generations. One or two stops is all they’ll make. So if you’re competing for that customer, you’re competing to be their first or second stop at the most.

That’s where the game is won or lost. The battle is for the customer’s mind.

To stake out the “first stop” territory, target the progression that takes place before a new customer is won: first awareness, then familiarity, then preference.



Greg Zirkle, Fox Marketing Group

“Awareness isn’t the only reason to advertise, but it is one of the first.”

When we are working for you, we will be walking your prospective customers down this path.

Upon first exposure, you’re building awareness where there was little or none before. But with frequency and consistency -- the critical, indispensable building blocks -- you stick in the customer’s mind.

Through repetition, the customer moves beyond an awareness of you and becomes familiar. They have a more thorough understanding of who you are, where you are, what you do, and what makes you special.

And with continued exposures, they develop a preference for you. So when the time is right to make their purchase, you get the first shot.

Back where you came from, the minimal awareness state, your competitor gets that sale. Now, you do.

Your purpose is to generate a trial -- whether phone call, website click, inquiry or store visit. Done right, that prospect should come to you at least somewhat pre-sold.

But the main thing is that they’re thinking of you and coming your way!

Need more customers? Get in their heads. Talk to Fox Marketing Group, and we’ll help you advance the sale.