



Brand awareness in business development

Asif Razzaq*

Department of Economics and Management, Dalian University of Technology, Dalian, China.

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DESCRIPTION

Brand awareness is a general term for how familiar consumers are with a brand or its products. Simply put, brand awareness is a measure of how memorable and recognizable your brand is to your target audience. Establishing brand awareness is a powerful marketing strategy that guides consumers to develop instinctive preferences for their brand and its products.

Raising awareness in business development

Business development includes a wide range of ideas, activities, and initiatives implemented by business owners and managers to improve their business. This can include many goals, including: B. Sales growth, business expansion, strategic partnership formation, and increased profitability. They need to be aware of new market opportunities, expansion opportunities, competitor development, and the company's current sources of revenue.

Skills required for business development

Business development is all about relationships. The main goal is to build strategic partnerships and relationships with other organizations in the target market. You need to combine your marketing, communication, and sales skills on your own.

Marketing skills: Promoting a product, service, or idea involves a variety of marketing skills and personal qualities. The process begins by analyzing your target audience and defining their perception of a product, service, or idea. Examples of marketing skills include creativity, negotiation, technology, analytic thinking, and public speaking.

Communication skills: This is a form of professional communication that consists of telling the general public why they are buying or engaging in what is on sale.

Often, this takes the form of writing, from making ad copies to scripting TV spots and phone calls. Without confidence and clear communication, success in the world of business development is difficult.

Sales skills: This includes updating the customer relationship management database for all sales activities, including searching for customers, identifying prospects, maintaining relationships with prospects and customers, and following up. Sales are fast-growing career.

More and more companies are hiring professionals who can use their skills and talents to further increase sales and increase sales.

The advantage of adopting business development is that the demand for business development executives is high in every sector, so you can enter any industry of your choice.

Benefits of branding in development business

- Consumer detection
- Customer loyalty
- Reliability
- Trust
- Consistency
- Shared Value

Brand awareness strategy

- A brand awareness strategy is a set of marketing strategies that help companies spread their message, increase

audiences, and build high brand awareness in their target markets.

- The three branding strategies that large companies commonly used to determine which product contributes to which brand names multi-product branding, multi-branding, and private are branding.

Maintain audio and image consistency:

Presenting your brand consistently across platforms can increase sales by up to 23%.

Social media considerations: The surest way to take your business branding to the next level is to use social media.

Improving customer satisfaction: To avoid all this, always do everything you can to provide your customers with the best customer experience. It should be inscribed in company's code of ethics.

CONCLUSION

In a world where consumers rely on extensive research and the opinions of others before making a purchase, brand trust is everything. When consumers commit to a brand, they are more likely to make repeated purchases with little or no foresight, bridging the gap between trust and loyalty, Associate actions and products with a particular brand encouraging using branded terms instead of common words.