BRAND ENGAGEMENT FRAMEWORK



AWARENESS

Target audience's awareness of (i) their tension –and- (ii) your value proposition that will relieve it

- PPC Google campaigns
- Hashtag piggybacking
- Trade visibility (conferences, print, etc.)
- SEO content



EVALUATION I

Audience's evaluation of the fit between your solution against their unique criteria

- User-centered design
  - A/B landing pages
  - A/B Ads campaigns
- Product one-sheets
- Social media (esp. YouTube)



TRUST

Initial trust in your value proposition (most often in form of a purchase)

- Sales qualification (e.g., MEDDIC)
- Demand-signaling
- Marquee consumer acquisition
- CRM (email, free webinars, etc.)



EVALUATION II

Customer's evaluation of your ability to satisfactorily deliver a product/ experience against their original criteria

- Sound execution
- Testimonials
- Helping customers earn recognition in their field (award nominations, promo spots on website, etc.)



LOYALTY

The degree to which you can repeatedly relieve your customers' tension in a manner that satisfies their original evaluation criteria

- Sound execution
- Relationship-building
  - Face-to-face & virtual
  - Help with compliance
- Dovetail into other tensions

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