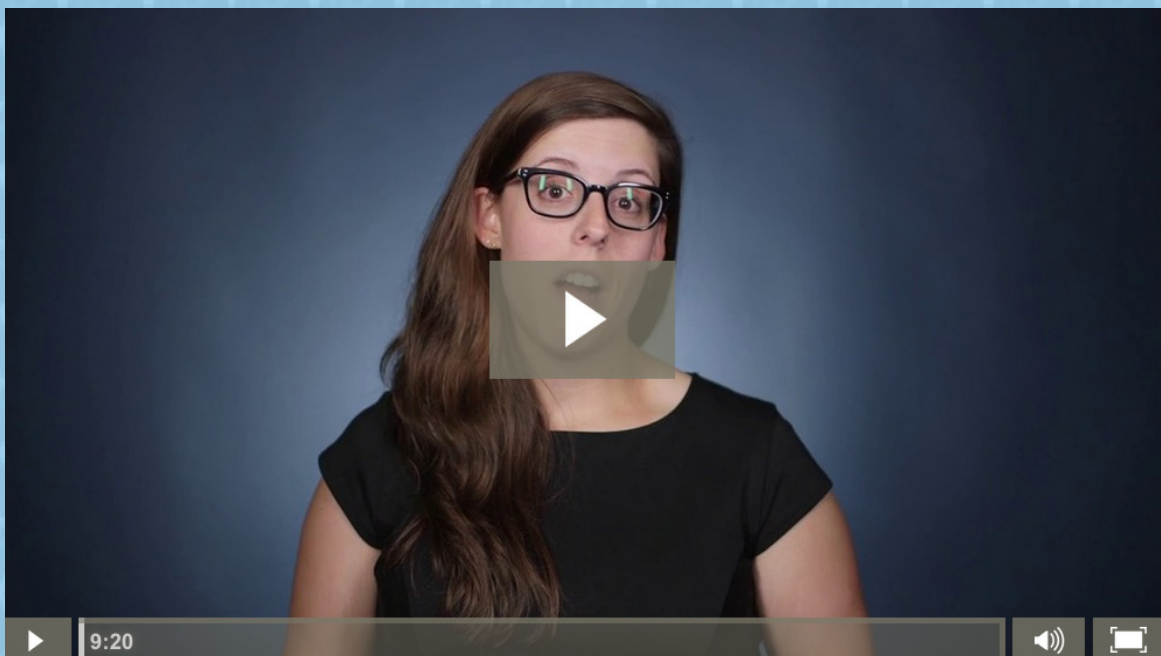# How to
Measure
Brand Awareness
with

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Transcript from Adria Saracino's video:

9:20

Meet Your Speaker:

Adria Saracino

@AdriaSaracino

Hi. My name is Adria Saracino, and I'm a content strategist at Distilled. We're a digital marketing agency and HubSpot co-marketing partner.

At Distilled, I'm responsible for helping clients figure out how to use content to influence purchasing behaviors. In that job, I have to be really obsessed with metrics and measurement. And so today I'm going to talk about how to measure brand awareness. So let's dive right in.

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1. Identify Goal

The first step to measuring brand awareness is identifying your goals. Because you're watching this video I think it's safe to say that brand awareness is one of your content goals. However, brand awareness means something different to everybody. And so in order to be successful, you need to specifically define what brand awareness means to you. For example, you might be just looking to get more people, make your brand more aware among the masses.

However, you might be looking for more specific actions. Hey, maybe you're looking for people to specifically remember your brand name, and that's something called brand recall that we'll talk about later. Or maybe you want a specific action, like your current community to be passing on the information to their communities, and so you're getting more awareness among a select group of people.

So in order to define your goals, you need to be very specific, and one way we like to do it at Distilled is using an exercise called Brain Writing. Basically, what you do is you get stakeholders into a room -- in this case it might be you, the owner of the business, or it might be a whole team of people -- and what you do is you have everybody in 30 seconds write what their definition of brand awareness is on an individual Post-it. Then you kind of go through and talk about it, and that's really going to help you get specific and collectively define what brand awareness means to your company.

2. Assign Goal Metrics:

Once you figure out your goals, it's time to start assigning metrics to each of those goals. There's a few different metrics you can use when measuring brand awareness. You could do brand mentions. You could do shares. You could do links, traffic, new visitors to the site, percentage of visitors reading your content, forwards, such as through the action of somebody forwarding it on to a friend. You could do brand recall measurement, and you can use impressions. Let's dive into each of these.

✓ Brand Mentions

✓ Social Shares

✓ Links

✓ Traffic & New Website Visitors

✓ Forwards

✓ Brand Recall

✓ Impressions

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Brand Mentions

So first brand mentions. If your goal is to just get your content seen and get your brand name out there, monitoring brand mentions is probably a good option for you. A brand mention is anytime anybody has mentioned your brand name on the Web. It could be via a link. It could be via an @ symbol on social media, or it could be just a written text reference to your brand name, say in an article or on social media when somebody forgets to tag you.

Now, you're likely going to need to use a brand monitoring tool because it's very difficult to stay on top of this, especially if people are writing about you but not linking back or referencing you. So the way to do that is you can use a tool like Radian6, which is a little bit more on the expensive and robust side, or you can use a tool called Mention, which is a little bit more affordable but not as robust. What will happen is anytime somebody writes about you, talks about you, you'll get an alert.

> Side note: HubSpot customers can use the Social Inbox app to monitor all brand mentions on social media within the platform, allowing you to monitor, respond and nurture people talking about you.

Social Shares

Shares are similar to brand mentions, but it's on one specific type of channel, and that's social media. Now, in order to use social shares as a metric for brand awareness, you need to make sure the content is inherently shareable. The test we like to use at Distilled is if we weren't working with this brand, would we share this on our own personal social media accounts? If the answer is no and you think it might reflect poorly on you, it likely isn't shareable and you probably shouldn't use this metric. However, if you do feel like the content is shareable, then this might be a really great metric to use.

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Links

Links can be great if your goal is to get in front of a certain media outlet's audience. It can also be great if you're looking for a more long-term game and you want to really dominate a conversation or organic search, and then you can bring in new eyeballs that way.

Now, to measure links you can use tools like HubSpot, or you can use Moz Open Site Explorer. However, remember that publishers and bloggers don't need to actually link to your site when they mention your brand. So my recommendation would be to pair the link and also social media monitoring with those brand monitoring tools, because then you can look for all types of mentions, whether they're linked to or not.

Traffic

Traffic is great if you're really trying to get more people to interact and to see your brand. So think about it. When you share something on social media, you don't know if your whole audience sees it. However, if they click on that link and come back to your site, then you know something is actually happening. So measuring traffic in addition to links, social shares, and brand mentions can be a really, really powerful tool.

We just talked about traffic. Traffic is great. But how do you know if it's new people or if it's just people that are coming back to your site who have purchased from you or are loyal? That's where you might want to look at new visits to make sure you're hitting your goal of true brand awareness.

So you get traffic to your site. They're new visitors. But how do you know if they're actually seeing the content or if it was a really quick click and then they get out of there? You might be thinking, "Bounce rate, that's the metric I'll look at to make sure people are looking at my content." However, you can make the most useful piece of content, and they can read it all and then leave. And that's a bounce, and it would be a false measure of if your content is actually useful.

So what I recommend is using something called event tracking. You can use a plugin called Scroll Depth to trigger events in your Google Analytics when users are scrolling down the page. This way you can see who's getting to certain points that you designate in your content, and that will be a better measure of if they're engaged with your content versus bounce rate.

Fowards

Forwards are any kind of metric that let you see if your current community is forwarding your brand on to new people who might not know about your brand. There's a few different ways that you can measure this. You can use something as email, forward it on to a friend. Then you'll be able to see if that action is happening among your current community. Or you can use something like Bitly links, using a unique link to share so that you can track if a certain user, or subset of your community, shared it on to new people. Similarly you can use codes say to redeem something if a friend referred them to you. This is a way to see exactly how and to who your brand is spreading to.

Brand Recall

One of your goals could have been that you want people to specifically remember your brand. So, in order to measure that, you need to use a little bit more traditional marketing techniques -- mainly surveys. What you would do is you would ask questions like: What do you think of when you think of X product? And then you'd look to see if they recall your brand's name. Then you can use that survey as the benchmark, and then you can run it again later on to see if that number of people who are recalling your brand increases.

Impressions

The last metric is impressions. A lot of teams still use impressions when talking about brand awareness. This is simply the number of people who have seen your content. A lot of teams, such as PR and advertising, still rely on this. And in theory it should work because it shows how many people have seen your content, but you don't actually know how many did.

Have you heard the term "ad blindness"? That's a real thing. People are bombarded with content, bombarded with advertising that you never really know what they're looking at and what they're not. So if your, say, PR agency or somebody on your team is using impressions as their sole metric for brand awareness, I'd encourage digging a little bit deeper and looking for other metrics to really measure if your brand awareness content is successful.

So that's it. That's how you measure brand awareness. Remember, first you need to identify goals, and then you need to define exactly what brand awareness means to you. Then you just match specific metrics up to the goals you choose.

3. Measure and Report

Now, before you go on, I just want to leave you with a few last tips. First, whatever metrics you choose, I highly encourage you to measure your current performance. That way you can use those numbers to benchmark your improvements later on.

Next, I encourage ongoing reporting. This can be investing in some type of tool, or I like to use some Excel wizardry and setting up dashboards. Whatever you do, just make sure you're constantly looking at your content and making sure it's continually performing well.

One last thing I want to talk about is the idea of attribution. So most people in Google Analytics use last touch attribution. What this means is that when a user converts, it's attributed to their last visit. However, as you know, users spend a lot of time thinking about a purchase. They'll come, they'll go, they'll look at different channels. And so in order to attribute your content correctly, we recommend looking at multi-touch attribution, and this will let you assign credit to all the different visits and all the different types of content that your users are looking at. That way you can really see if your brand awareness content is contributing to the bottom line later on.

So attribution modeling doesn't necessarily show brand awareness. However, when matched with those metrics for brand awareness, it's super, super powerful. And at the end of the day, you'll be able to prove the success of your content marketing program.

So that's all I have. Again, my name is Adria Saracino, and I'm from Distilled. If you have any questions, please feel free to tweet me @adriasaracino, and I look forward to seeing you soon.

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