

# CHECKLIST FOR REACHING NEW CUSTOMERS

## THINK LIKE A CMO

Most customers consider just a few brands at a time when deciding on whether or not to purchase. Performance marketing improves a business' odds against the competition while brand advertising helps get the business on customers' consideration list to start with. Consider these three simple steps.

## Be Known

### Gain Attention

To grow market share, marketers need to reach audiences beyond the ones they know today. Seeking consumers who have never or seldom buy from your brand is necessary for growth.

### Keep in mind:



Through advertising, reach as many potential customers in the category (and beyond) as possible.



New customers come from infrequent and non-buyers.

## Be Memorable

### Make a Connection

Consumers almost always rely on their memories of a brand and their familiarity with it when they consider making a purchase. Rarely do they make decisions at the point of purchase using information they just learned about the brand.

### Remember:



Potential customers are not always focused on your brand and will easily forget about it.



Make it easy for potential customers to remember your brand by using [distinctive creative](#). Create positive associations that set your brand apart from the competition.

## Be Consistent

### Build Repetition

There are major benefits to a continuous and consistent advertising strategy. Henry Ford said it best: *"A man who stops advertising to save money is like a man who stops a clock to save time."*

### Consider:



There are always buyers. If you don't reach them, another brand will.



An always-on approach to advertising and reinforce with a consistent brand message over time.

For a deep dive and additional insights, download [Advertising for Growth, A Guide for Brand Marketers Aiming to Reach Current & Future Customers](#)