

# How to measure brand awareness

*Increasing brand awareness can boost your market share, improve your reputation, and ultimately drive more sales. Here are some simple ways to measure brand awareness.*

## Check your social media followers

Your social media followers can give you a broad sense of your reach and popularity as a brand. You can assume that people like or follow your brand because they are interested in it. **Look at the reach of each post, and use it as a metric to plan future ones for optimal brand awareness.**



## See how your content is performing

Traffic, shares, and likes can help you spot trends and give you a strong idea of what content is working on your platforms. **Gain insights into your performance by using the Analytics tools on various platforms.**



## Launch a brand awareness survey

One of the best ways to track brand awareness is through surveys. Online surveys available to large consumer groups are one of the best ways to specifically measure brand awareness. Make sure you have a clear strategy when you are putting the survey together: what is it you want to know? **Spark are experts at collecting and analysing quantitative data – get in touch to find out how we can help.**



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