



EMAKINA

AN EPAM COMPANY



Tool bundle #1

8 Brand awareness tools

to build stronger brands and
grow your business

Roadmap to success

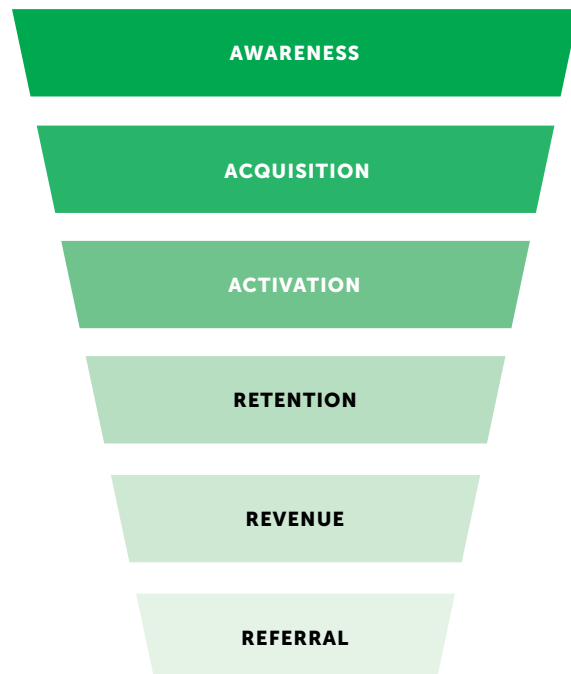
Ultimate growth toolkit with the pirate funnel

One of the proven ways to understand user behaviour is the popular AAARRR or pirate funnel, created by Dave McClure.

It's a framework that guides marketing campaigns through every stage of the funnel, from the very first stage of the buying journey (awareness) and data gathering and testing (acquisition) to spurring a user into action (activation). It teaches retention strategies, choosing the right revenue model and, finally, how to drive referrals.

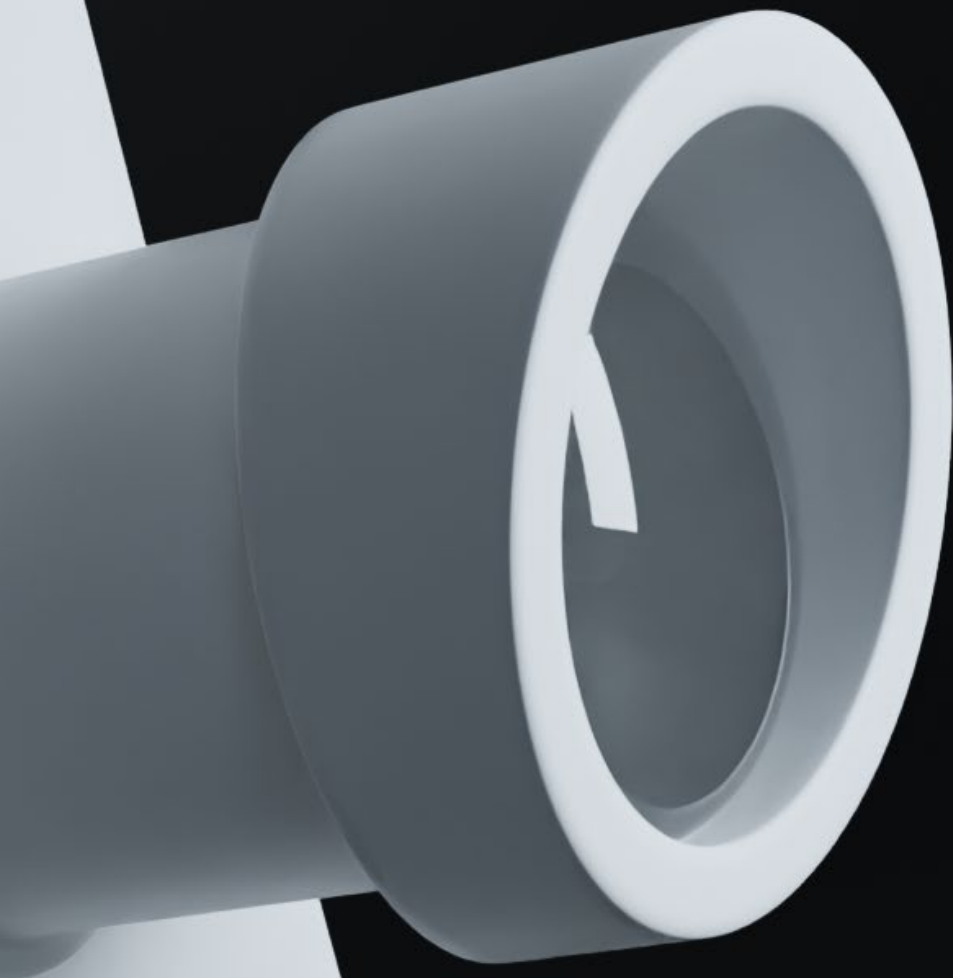
We'll take you through each stage, step by step, to help you formulate a game plan for your own business that leads to growth and long-term success.

- A** Awareness
- A** Acquisition
- A** Activation
- R** Retention
- R** Revenue
- R** Referral



8 Brand awareness tools to build stronger brands and grow your business

The brand awareness stage is all about reaching the right target audiences and building a lasting impression of your brand. To measure this level of recognition, we've rounded up eight useful digital tools for social listening, social media and content management, SEO, email marketing, surveys and reporting.

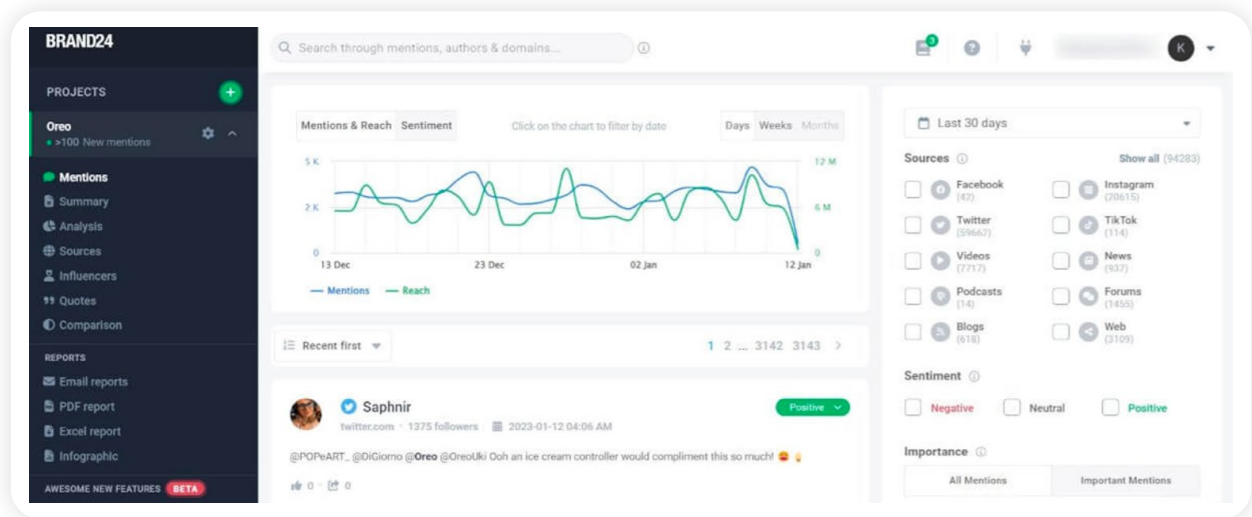


01

Brand24

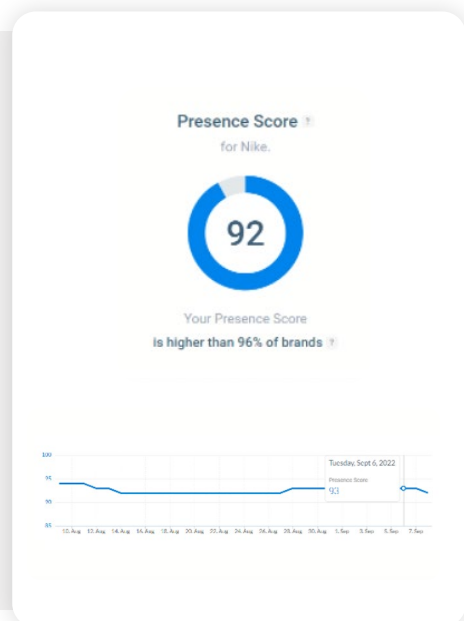
Imagine being a fly on the wall to know what users really think and feel about your brand? The social listening tool [Brand24](#) offers the most complete access to online mentions out there.

It helps you track every mention of your brand online and also measures the sentiment of those mentions (positive, negative or neutral). Armed with these insights, a business can better understand how well their brand is performing and make informed decisions about where to focus their marketing efforts.



Brand24 technology can report on

- **Track reach**
Evaluate marketing efforts and benchmark against competitors.
- **Measure awareness**
Identify the reach and importance of mentions.
- **Social media reach**
Non-social reach and social media engagement.
- **Share of voice and sentiment**
Discover which marketing channel delivers the most mentions.
- **Automate reporting**
Share statistics and insights with your team.
- **Presence score**
Measuring a specific topic or brand in certain time period.

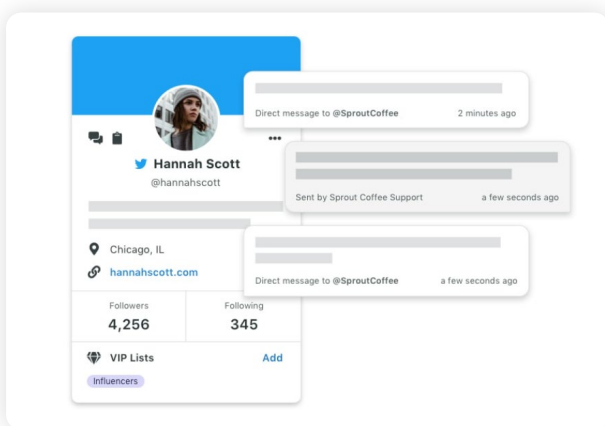
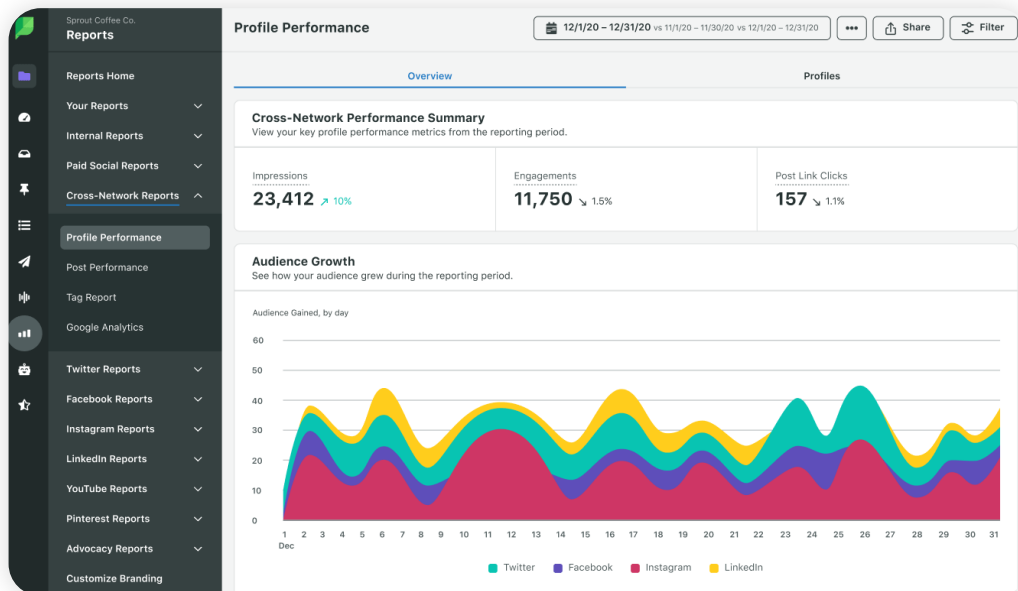


02

Sprout Social

Sprout Social is a complete social media management platform to help you easily publish and schedule posts across different profiles and networks.

It also comes with a suite of features to increase brand awareness, including social media listening, rich social media data and analytics, URL tracking, and real-time engagement updates.



Key features include

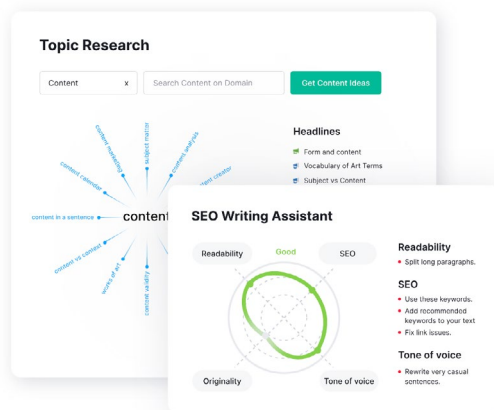
- Automated content publishing
- Conversation management
- Interactive calendar and asset management library
- Social ad reporting on paid content
- Measurement and analytics

03

Semrush

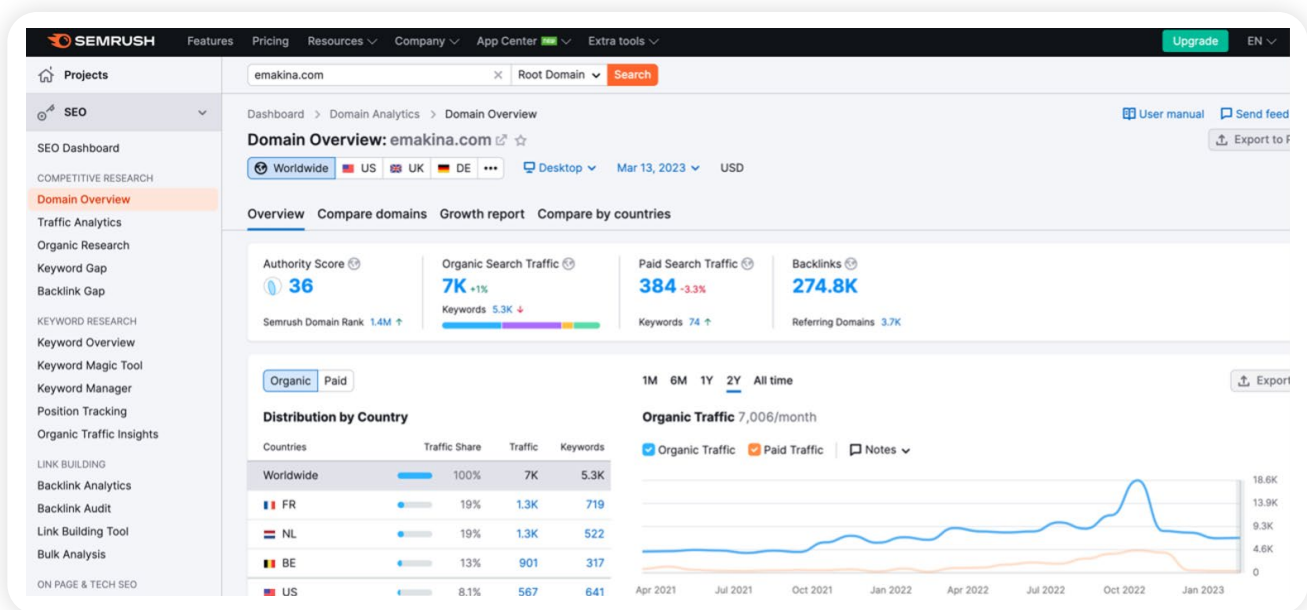
If you want to be all over SEO keywords, [Semrush](#) will get you there.

It's an all-in-one tool for SEO, content marketing, competitor research, PPC and social media marketing. With Semrush, you can increase your website traffic, track online visibility and see how you compare to competitors. Other features include an analysis of your domain authority score and auditing your backlinks.



Semrush can empower your

- Competitor research
- Keyword research
- Domain overview
- Link building
- On-page & tech SEO
- Social media management

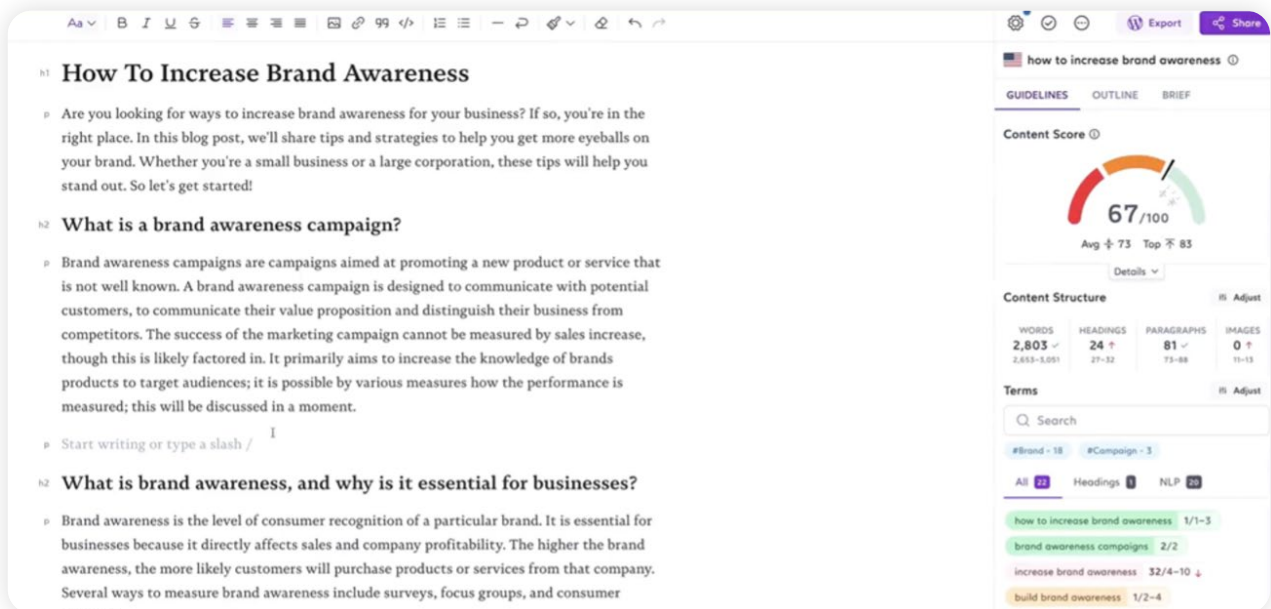


04

Surferseo

Surferseo is a tool that gives you an SEO workflow to boost organic traffic, increase your visibility and improve your Google search ranking.

It can help you find relevant keywords, analyse SEPR results and audit your competitors. It helps content writers to create impactful SEO-optimised articles – including a handy free Chrome extension to instantly check keywords on Google.



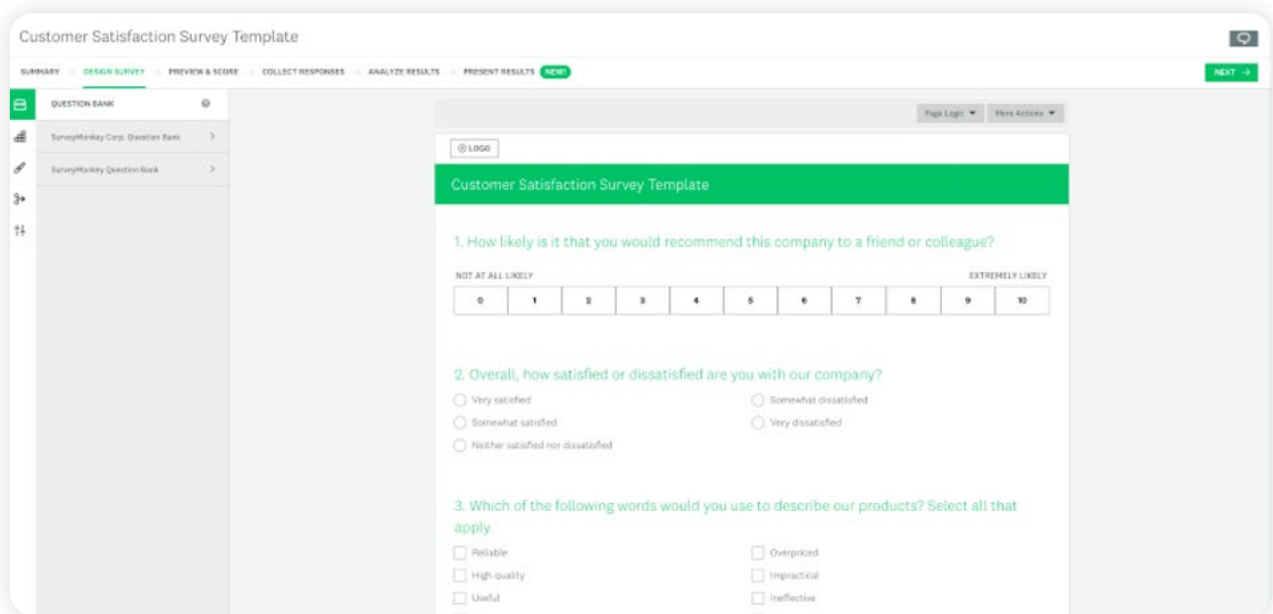
Key features include

- **Grow Flow**
Surfer's AI Growth Management Platform
- **Content editor**
Structure content with a detailed list of relevant keywords and real-time feedback
- **Keyword research**
Plan content and generate content strategies.
- **Audit**
To optimise existing pages.
- **AI outline generator**
Get an instant outline with optimised, unique paragraphs.

05

SurveyMonkey

[SurveyMonkey](#) has made a name for itself as the world's most popular free online survey tool. Surveys are one of the best ways to get to know your target market by asking their opinions and feedback.



[SurveyMonkey](#) has lots of readymade templates to make it easy to collect feedback in minutes. From market research and product testing to website feedback and attitude testing, just pick a template with sample questions and get started. It even has a brand awareness template to find out what people think about your brand and discover new growth opportunities.

You can also create quizzes and polls directly via weblinks, email, chat or social media. SurveyMonkey then analyses survey data and transforms it into slick charts and summaries. With these insights, you can tailor your communications, website experience, and A/B test campaigns.

Key features include

- **Hundreds of survey templates**
- **Different question types**
Likert scale, open-ended, nominal, binary and usage frequency
- **Customisable surveys with logo and branding**
- **Survey analysis**

Upfluence

Influencer marketing is a proven way to reach new customers and build brand awareness.

Upfluence is an all-in-one platform for influencer marketing, affiliate programmes, creator management, user generated content and brand ambassadors. No more scrolling social profiles – it's the one tool that helps you easily attract brand ambassadors and build partnerships.

Influencer	Followers Instagram	Audience Age Instagram	Audience Gender Instagram	Real Audience Instagram	Audience Countries Instagram
Alejandro Camero	451	25-34 33%	51% 49%	99% Real	US 23%
Gabby	26k	25-34 49%	88% 12%	98% Real	US 51%
PrasodJ	366	25-34 55%	70% 30%	99% Real	US 18%
Sammy Hawkins	2.0k	25-34 51%	60% 40%	100% Real	AU 44%
Veyi Ahmad	3.1k	25-34 56%	81% 19%	99% Real	ID 55%
Amberlynn	1.1k	25-34 51%	53% 47%	97% Real	US 71%
Joshua Wolf Tippett	3.0k	25-34 45%	57% 43%	99% Real	US 68%
Alba	2.8k	25-34 44%	61% 39%	98% Real	US 18%
MOMMY FASHION ENSPO	15k	18-24 43%	87% 13%	97% Real	DE 65%
andrea kerbuski	23k	25-34 49%	85% 15%	98% Real	US 61%

Summary | INFLUENCERS 294k | INSTAGRAM 294k | YOUTUBE 34k | FACEBOOK 62k | TWITCH 2.3k | TIKTOK 3.4k | TWITTER 96k | PINTEREST 12k | BLOG 123k

Key features include

- Influencer discovery and analysis
- Influencer management
- Campaign management (e.g. unique promo codes)
- Native integration with your CMS
- Launch affiliation campaigns
- Influencer gifting

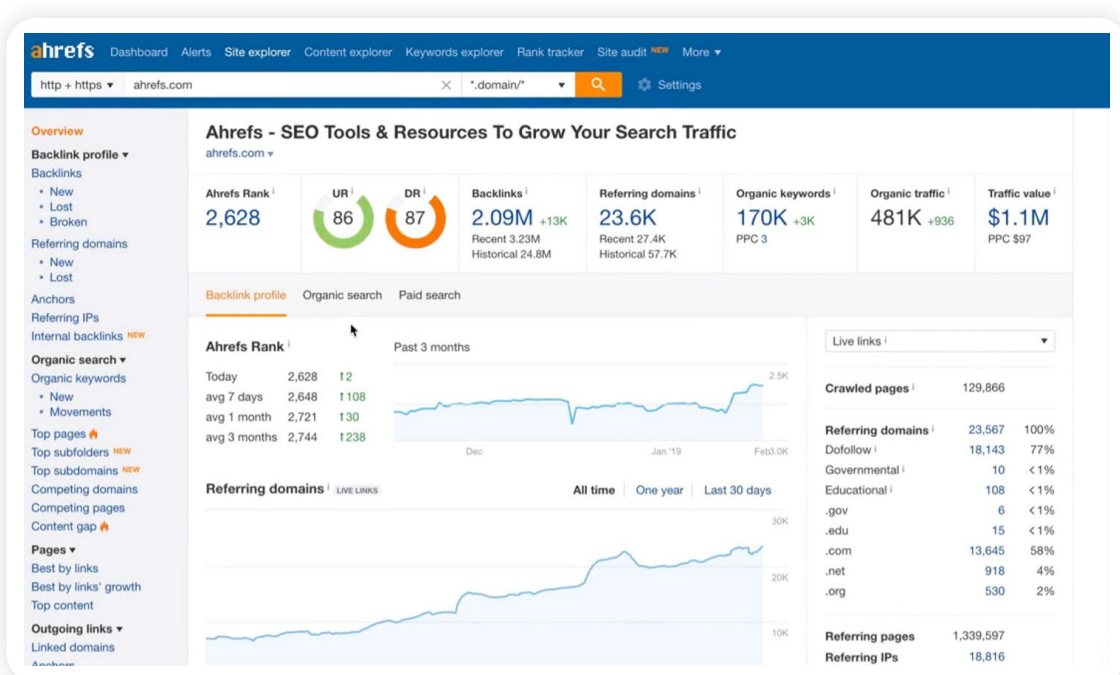
Ahref

Ahref is an all-in-one SEO toolset for growing search traffic and optimising your websites.

[Ahref](#) has been crawling the web for over 10 years and its AhrefsBot is the most active web crawler among all SEO tools. With its own search engine Yep in beta stage, it's aiming to offer an unbiased, private search experience that rewards and compensates content makers. Ahref's data and metrics are the most trusted in the SEO industry.

Key features include

- **Site Explorer**
Analyse your competitors.
- **Site Audit**
Audit and optimise your website.
- **Keyword Explorer**
Find keywords your customers are searching for.
- **Content Explorer**
Discover content ideas and link opportunities.
- **Rank Tracker**
Track your ranking progress.



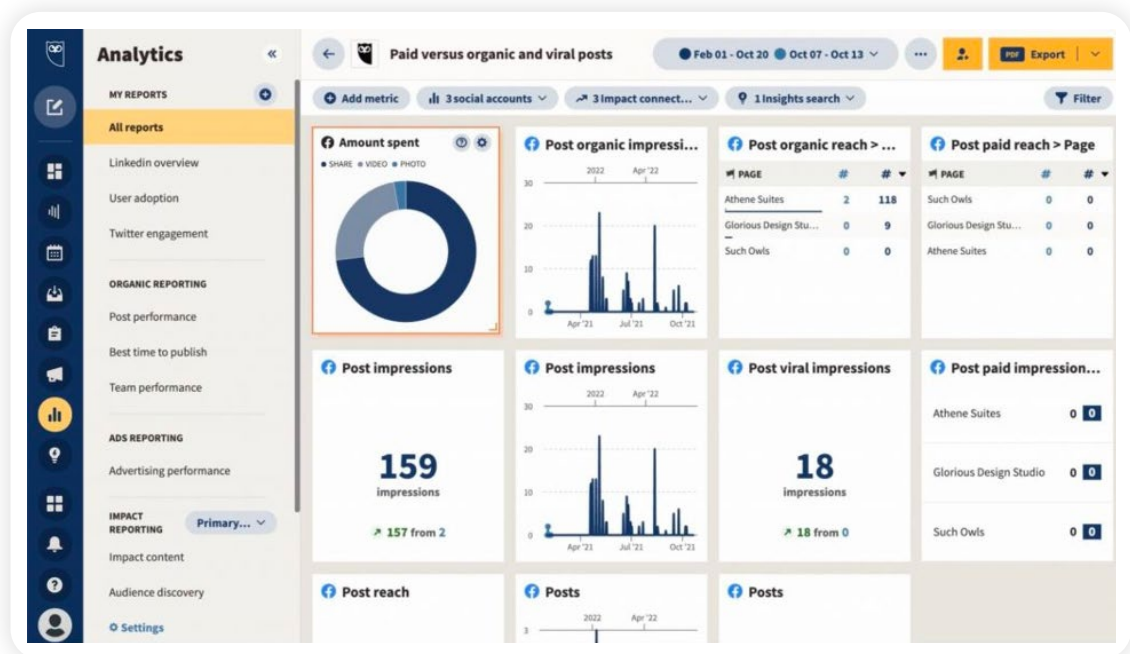
Hootsuite

Hootsuite helps you manage all your social media in one place.

As the world's first social media management platform, [Hootsuite](#) has been on the pulse of how people use social media for over a decade. Its suite of social media tools is built to simplify your marketing, accelerate your sales, and streamline your customer service.

It focuses on three areas

- **Social marketing**
Create, schedule, publish, and manage content and ad campaigns across social networks from a single dashboard, with real-time insights.
- **Social commerce**
Combining conversational AI with the human touch, its customer messaging platform delivers exceptional customer experiences at scale.
- **Social customer care**
View and manage all customer conversations in one dashboard, providing seamless and personal service.



Need help in monitoring or growing your brand presence?

At Emakina, we understand how important brand awareness is and our goal is to delight our clients users everywhere. Want to upgrade your brand awareness? Our growth marketing experts will would be happy to help, so get in touch with us today.

[Contact us](#)

About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age.

Learn more at www.emakina.com



EMAKINA

AN EPAM COMPANY

The ultimate digital brand experience for your users

Team up with our Brand awareness experts to start designing the brand experience your users dream of. Start your journey with us.

www.emakina.com



Contact

Jeremy Engelen

Senior Growth Strategist

jeremy_engelen@epam.com

Feel free to contact us

Emakina Europe

Bd du Souverain 25/6,
1170 Watermael-Boitsfort
Belgium

+32 2 400 40 00
think@emakina.com

Emakina Middel East

FZ-LLC Office #909,
9th floor, DSC Tower,
Studio City Dubai,
United Arab Emirates

+97 4 589 57 22
info@emakina.ae

Emakina North America

79 Madison Avenue
New York, NY 10016
USA

+1 866 499 9591
info@emakina.com