



How to Increase Brand Awareness for Natural Food & Bev Companies



Step 1: Ask Social Followers for Shares

Develop a strong social media game by striking a balance between educational, entertaining, and salesy images and links. Don't be shy — ask fans to share your social content to expand your reach.

Pro tip: Use engaging prompts like "Share with your vegan bestie!" or "Share with the best gluten-free baker you know!"



Step 2: Keep Email Subscribers in the Loop

Your email subscribers are the perfect audience for your branded content. Whether they're regular customers, prospective purchasers, or casually interested shoppers — they'll benefit from learning more about your brand and products.

Pro Tip: Ask subscribers to forward your newsletters and announcements to friends and family who would love your brand.



Step 3: Partner With Micro Influencers

Tapping into another network can do wonders for expanding your reach. First, find influential figures in your niche and grow relationships. Then request social shares to introduce your brand to new audiences and tag influencers when posting new content.

Pro Tip: Try a micro influencer marketing campaign to boost brand awareness using a carefully crafted strategy.





Step 4: Make Your Content Easy to Feature

With a few easy tweaks, you can make sure influencers and loyal fans alike can discover and share your best content. Start with basic keyword research and on-page SEO. Then check Instagram and Twitter for hashtags related to your posts.

Pro Tip: Add social sharing buttons or prompts to your blog to make your content — and your brand — easier than ever to feature.



Step 5: Increase Awareness via Paid Promos

To give your brand awareness initiatives an even bigger boost, try pursuing paid promotions on social media. Want to spread the word or share an announcement? Try sponsoring a single social media post. Need to gain new followers? Run a campaign that turns your target audience into super fans.

Pro Tip: Set up a Facebook Ads series introducing your brand to the right customers — and drive sales while expanding your base.



Step 6: Get a Mini Digital Marketing Audit

If your promotional tactics aren't generating the results you want, a review of your digital marketing strategy can turn your awareness initiatives around. Schedule a **free mini digital marketing audit** with our team and start giving your brand the spotlight it deserves. We'll pinpoint what's working and what isn't so you'll know exactly where to focus your resources.



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