

BUILDING AND SUSTAINING TOP-OF-MIND AWARENESS



Top-of-mind-awareness (TOMA) is when prospective and current clients think of you first when there is a need for the specific services / products you provide. It means never taking your foot off the pedal. The key is to consistently keep your name in front of prospective and current customers 24/7.

1) Marketing

These tactics and strategies create positive perceptions from both current and prospective clients – some even coming from people you haven't met.

- **Traditional:** events, media relations, print collateral, trade shows and direct mail.
- **Digital:** website, blogs, email, social media posts, landing pages and advertising.

2) Exceptional Customer Service and Public Relations

Ensuring that you exceed customer expectations will spawn positive vibes with your clients as well as their friends, relatives and business associates.

3) Positive On- and Off-Stage Behavior

Being a soloist means all eyes are on you 24/7. Another words, you're always "on". It's critical you act professionally from the moment you leave home to the moment you're back home. One lapse in judgment could cost irreparable damage to your image.

Conclusion

TOMA is built over a period of time. However, it can come crashing down in a split second. Following the Golden Rule is the best way to create and maintain positive perceptions about you and your business.