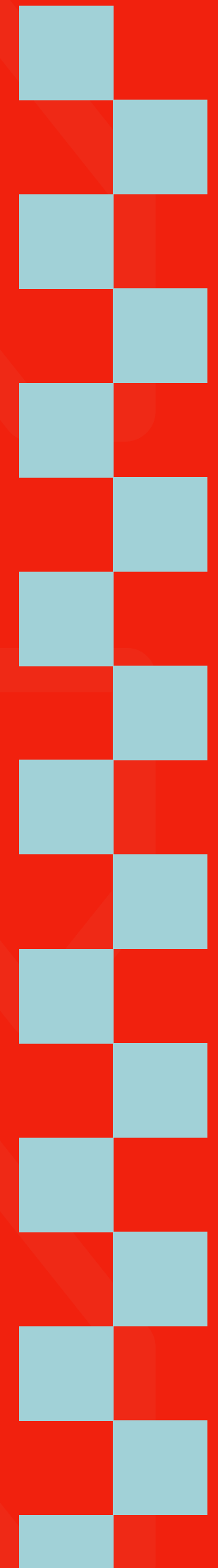


# THE SCIENCE BEHIND BRAND FAMILIARITY: HOW MANY EXPOSURES LEAD TO CONVERSIONS?

Greg Weeks | CEO, Max Connect Digital



# WHY UPPER FUNNEL MATTERS

Greg Weeks | CEO

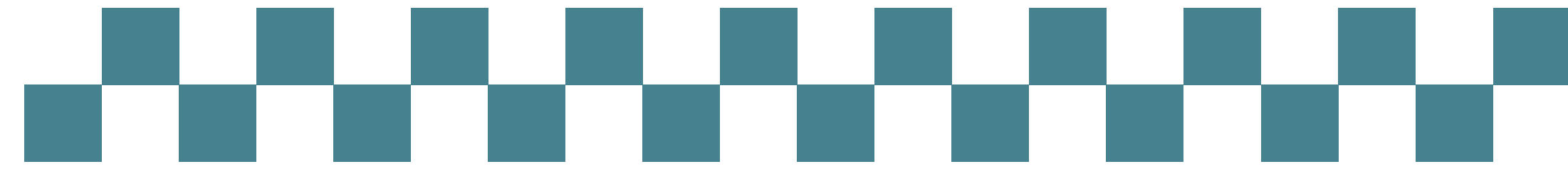


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# THE **PSYCHOLOGY**

There are only 3 ways to move information from a short-term memory to a long-term memory.

1. **URGENCY**
2. **ASSOCIATION**
3. **REPETITION**



# THE 7-11-4 RULE

Google

- 7 HOURS OF ENGAGEMENT
- 11 TOUCHPOINTS
- 4 CHANNELS





## brand MARKETING

### LONG-TERM INVESTMENT

- > Long-term growth
- > Build loyal customer base
- > Brand awareness
- > Mind and market share
- > High funnel

brand +  
performance

=

RESULTS



## performance MARKETING

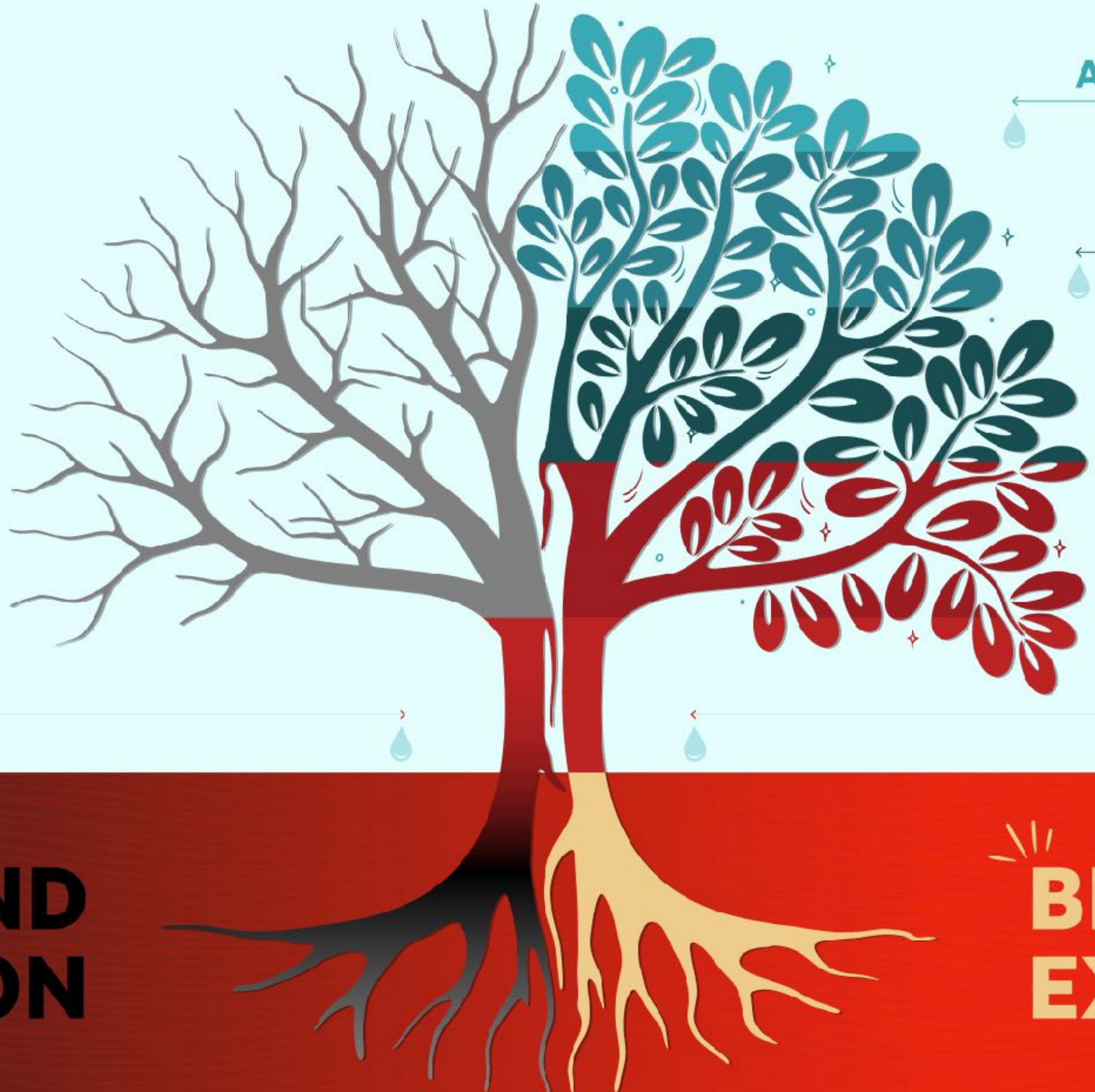
### BOTTOMLINE OUTCOME

- > Short-term growth
- > Results now
- > Click rate
- > Conversions
- > Low funnel

# Lower - FUNNEL vs. Full - FUNNEL MARKETING

LOWER-FUNNEL APPROACH

FULL-FUNNEL APPROACH



AWARENESS

INTEREST

CONSIDERATION

EVALUATION

CONVERSION

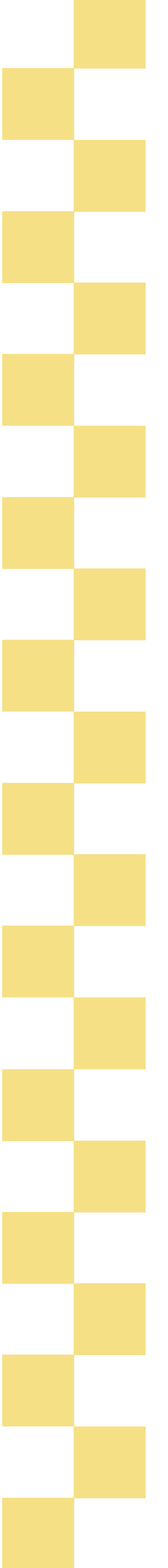
CONVERSION

**BRAND EXPANSION**

**BRAND EXPANSION**

# KEY TAKE-AWAYS

- Repetition creates the strongest learning.
- It's not about spamming, it's about strategic consistency.
- Diversification increases familiarity outside of a solo channel.
- A focus on the full funnel is fruitful in the long run.



# ACCELERATE YOUR GROWTH

VISIT OUR EVENT SITE TO VIEW THE RECORDING AND NOTES OF THIS PRESENTATION

[www.maxconnect.com/marketing/iis-recap](http://www.maxconnect.com/marketing/iis-recap)



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