



TroyResearch

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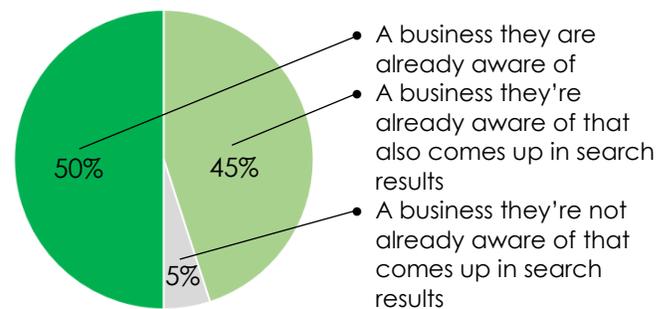
Summary: *When consumers are in purchasing mode, a common belief is that they will buy from the business that ranks high in online search results. But research is showing that pre-existing brand awareness of a company is significantly more important than strong search results.*

Brand Awareness Many Times More Important Than Google Search For Marketers

Columbus, Ohio – New information from Troy Research shows that pre-existing brand awareness trumps Google search – by a lot!

Troy Research conducts local market Brand Awareness Studies across the country. 2,237 respondents in a variety of markets were asked, “When you are in the market for goods or services, do you reach out to a business you know of or one that shows high in a Google search?” The answers might be surprising to some: while about 50 percent said both, about 45 percent said they would call a business they knew, and just 5 percent said they would call only the business that showed high in the search.

Who Consumers Are Most Likely To Reach Out To



Bill Troy, CEO of Troy Research, points out that digital marketing in general, and Google search in particular, may be a hot topic in the marketing world these days, but traditional advertising that raises brand awareness is still king.

“Our Brand Awareness Studies are showing a clear connection between traditional advertising and business results,” said Troy. “In most cases, even if consumers do search online, they end up using a business they already had in mind,” he continued. “It’s clear that having a high level of brand awareness is as necessary as it has ever been.”

About TroyResearch

TroyResearch is a full-service pioneer and global leader in online quantitative consumer and B2B market research. Since 1997, the firm has completed over 10 million online surveys in 16 languages and 25 countries.

TroyResearch serves media and entertainment, retail consumer, B2B manufacturing and service companies, advertising and marketing agencies, trade organizations and growing entrepreneurial firms. The firm's industry experience includes consumer packaged goods, health care, high-tech, travel, retail, media, and tourism/travel.

Learn more about TroyResearch at www.troyresearch.com.

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