AWARENESS IN MARKET · SCORE READOUT

# This is what your buyers feel about you, as a number.

38/100

YOUR BAND

## Emerging

Flickers of presence. Not enough to be chosen.

| INVISIBLE | EMERGING | IN THE MIX | CATEGORY LEADER |
|---|---|---|---|

| CLIENT | PROFILE | MARKET | ASSESSED |
|---|---|---|---|
| **Cadenza**<br>Name redacted · fictional | **Series A B2B SaaS**<br>Revenue workflow automation | **UK + DACH**<br>Finance & RevOps buyers | **Jul 2026**<br>Five-signal baseline |

Illustrative sample. "Cadenza" is a fictional company created to demonstrate the AIM readout — not a real client. Scores and figures are indicative.

WHAT WE MEASURE

# Awareness isn't a vibe. It's five signals we read.

The AIM Score rolls five measurable inputs into one number out of 100. Here is where Cadenza scored, and the straight read on each.

## 01 Search visibility — 33/100

**You rank for your own name and almost nothing else.** Non-branded category terms — the ones buyers search before they know you exist — put competitors on page one and Cadenza on page four. AI answer engines don't cite you at all.

## 02 LinkedIn presence — 54/100

**Your strongest signal — and your most fragile.** The founder posts and earns real reach, but it's a solo act on an inconsistent cadence. The company page is a graveyard. Reach spikes, then flatlines between posts.

## 03 Content footprint — 44/100

**You publish in bursts, not in rhythm.** Roughly two posts a month, no owned narrative thread a buyer could follow. The quality is fine. The cadence and the structure are the gap.

## 04 Third-party proof — 22/100

**Your weakest signal and your biggest liability.** Two thin review-site listings. No analyst mentions, no "best-of" lists, no customer voices in public. A buyer checking you out finds only Cadenza talking about Cadenza.

## 05 Share of voice — 37/100

**Audible, but never loud.** Three named competitors out-publish and out-rank you roughly 3:1 in the category conversation. When buyers compare, you're the option they have to be reminded exists.

THE GAP READOUT

# Three gaps are holding the score down.

Every point of AIM is a buyer won or lost. These are the three costing Cadenza the most, in priority order.

1. **No third-party proof**
   You're absent from the exact places buyers go to de-risk a decision — review sites, category lists, peer mentions. **The cost: deals stall at the "let me check them out" stage, because there's nothing to find but your own marketing.**

2. **You don't own your category's search**
   Non-branded search is where net-new buyers start, and AI engines can only surface what's been published. You're on neither. **The cost: every buyer who doesn't already know you meets a competitor first.**

3. **Reach that depends on one person**
   Your best channel rests on the founder posting when they can find the time. **The cost: presence is fragile — the week the founder gets busy is the week the pipeline goes quiet.**

KTM · KNOWN TO MARKET

## Seen once, remembered never — the pattern to break.

KTM isn't scored at Assessment stage; recall is measured directly in **Authority** via unaided surveys. But the directional read is already clear. Outside your warm network, unaided recall is effectively zero — buyers don't yet associate the Cadenza name with the category, and no third-party voices are repeating it when you're not in the room. **Emerging AIM with no proof layer is the classic "seen once, remembered never" trap: building awareness without recall just buys expensive first impressions that never compound.**

THE 90-DAY PLAN

# From Emerging to the shortlist.

Three 30-day cycles of weekly execution. Fix the floor, build the engine, turn up the volume — and cross into **In the Mix**.

DAYS 1–30 · FIX THE FLOOR

## Proof & search foundation

- Stand up and populate review-site and category listings; launch a **five-customer review drive**.
- Publish **three cornerstone pieces** targeting the non-branded terms buyers actually search.
- Reactivate the company page — cadence, not campaigns.

Target movement: Third-party proof **22 → 35**, Search visibility **33 → 40** · AIM **~42**

DAYS 31–60 · BUILD THE ENGINE

## Cadence & narrative

- Move from bursts to a **fixed weekly cadence** — founder and company, one owned narrative thread.
- Turn the founder's solo reach into a repeatable **carousel format** — the highest-engagement unit in our dataset.
- Land **two third-party placements**: a podcast, a guest post, or a category list.

Target movement: Content footprint **44 → 58**, LinkedIn presence **54 → 64** · AIM **~50**

DAYS 61–90 · TURN UP THE VOLUME

## Share of voice

- Close the 3:1 gap — **double cadence** in the category conversation.
- First **co-marketed content** to borrow competitors' audiences.
- Baseline a **KTM recall pulse** to start measuring what's sticking.

Target movement: Share of voice **37 → 50** · AIM crosses **51+ — In the Mix**

## This is Momentum in motion.

Weekly execution cycles. Two numbers reported monthly — AIM and KTM. Visible movement. Assessment tells you where you stand; Momentum is what moves it.

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