

AWARENESS IN MARKET · SCORE READOUT

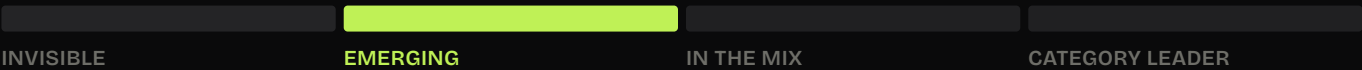
This is what your buyers
feel about you, **as a
number.**

38_{/100}

YOUR BAND

Emerging

Flickers of presence. Not enough to
be chosen.



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

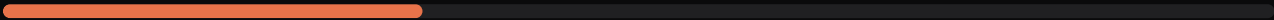
Awareness isn't a vibe. It's five signals we read.

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

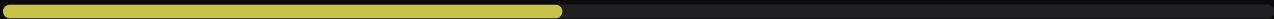
54/100



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

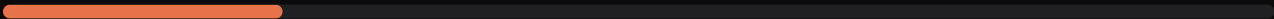
44/100



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

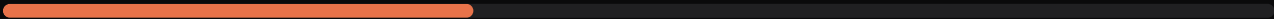
22/100



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.

