

No.4



FOOLPROOF BRAND AUDIT SECRETS

Explode the impact of your brand by identifying
the simple areas of improvement



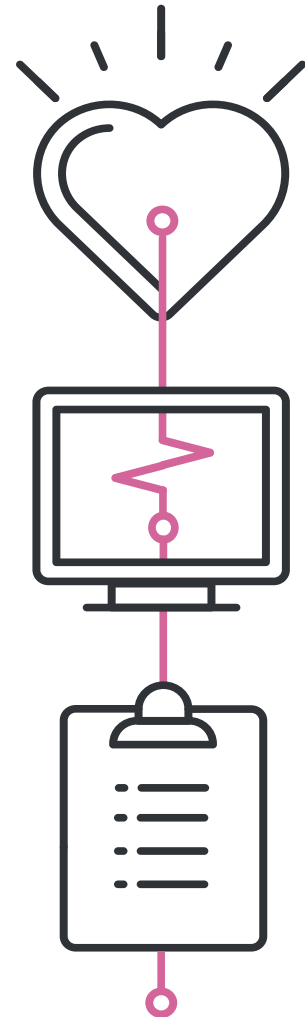
THE BUSINESS IS RUNNING, BUT HOW'S THE BRAND?

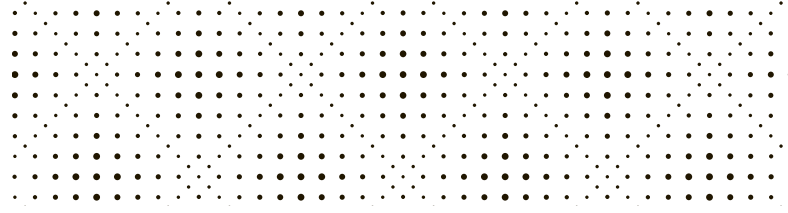
Running a business can be pretty hectic. Whether you're the boss or an employee, you probably don't have a lot of spare time in the day to concern yourself with defining and monitoring the brand. The thing is, without a healthy brand right from the get go, a business will struggle to define itself in the market. Staff won't be on the same page, communications will be inconsistent and unprofessional, undermining trust from customers and potential employees. The business might lose customers and staff or it might just plateau and never really reach great heights of success.

Establishing a clearly defined brand early on in the life of the business is definitely easier than trying to change an entrenched, incorrect attitude years down the line. The sooner you conduct a health check of the brand and remedy any weaknesses, the better.

This practical checklist will cover every aspect you find in healthy, successful brands that are ready for growth.

Let's get started.





BRAND HEALTH CHECK



Brand is more than a pretty logo. It's your company's personality, made up of its values, vision and mission. A clearly defined and consistent brand that's visible in all internal and external communications is the hallmark of a business that's prepared for success. Answer these 15 questions to measure the health of your brand.

1 Do you have a punchy '**elevator pitch**' you can deliver if someone asks what it is your business does?
.....
 YES NO

2 Can you and your employees clearly articulate what **your business does differently** to or better than your competitors?
.....
 YES NO

3 Do all employees have **clear guidelines** with regards to how they should deliver your products/services?

- operations manuals
- position descriptions
- brand governance guidelines etc.

 YES NO

Do your internal and external marketing efforts **communicate with brand clarity**?
.....
 YES NO

4

Can you and your employees clearly answer who are your **desired or target customers**?
.....
 YES NO

5

6

Have you identified any **other opportunities** for marketing and growing your business?

.....

YES NO

7

Is your brand name, logo and messaging **memorable** (i.e. can people easily recall them)?

.....

YES NO

Do you and your employees know what customers **do and don't** like about your business?

.....

YES NO

8

Is your customer **base the same** as when your brand was first developed?

.....

YES NO

9

10

Is it **easy** for people to understand what your business does?

.....

YES NO

11

Do you have a **strategic marketing plan** for the future?

.....

YES NO

Do you have a **style guide** with professional logo/s, clearly defined font/s, photo mood board and brand colours?

.....

YES NO

12

Do you get a lot of results from your website and/or **social media**?

.....

YES NO

13

14

Do you have a **positive and strong** market perception?

.....

YES NO

15

Is your brand **better looking and better articulated** than your competitors'?

.....

YES NO

Your brand score is

LET'S LOOK AT YOUR RESULTS



BRAND SUPERSTAR

15/15

Your brand is doing great! Well done. You're sure to succeed with branding and marketing like yours.

Contact us if you're tired of doing it all yourself or you need a new marketing team.



BRAND AMBASSADOR

10-14/15

You're doing really well at communicating your brand, but there are still a few areas for improvement.

Contact us if you want to take your business to the next level of brand health.

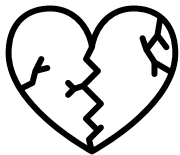


BRAND BEGINNER

5-9/15

You've taken care of a few of the basics of brand health, but could use some help getting better.

Contact us if you want to take your business to the next level of brand health.



BRAND FLATLINER

Less than 5/15

Oh dear... Quick! Your brand needs urgent help. It's time to act immediately to save the life of the business.

Contact us for immediate assistance in bringing your brand health back to life.

To learn more about how we can work together get in touch.
Call **(07) 3180 1416** or email sayhello@viabrand.com.au