

Why conduct a brand audit?

Analyze where you are now to find ways to increase response

A brand audit brings an objective assessment and analysis to all current marketing components. Communication tools, outreach efforts, and touch points for all audiences will be reviewed, analyzed and summarized to identify the best opportunities to build a stronger brand program.

When you're ready to begin a journey, you must have a starting place. When the decision has been made to refresh, restage or reinvent the brand program to market more effectively, an audit provides the foundation, the starting place.

Once you know what's in place, who the audiences are and where to effectively connect with them, you can determine what fits, what's out of sync, where the opportunities are for increasing visibility, and what actions will move the organization and brand forward. To begin ...

1. Review all of the current communication tools.

Gather up all of the representations of the organization, from brochures to business cards, ads to website, sales materials to catalogs, letters to newsletters. Include online communications, too—website to Emails (daily or as campaigns or newsletters), apps to mobile sites to campaigns.

Take a hard look. Is the brand consistent? Not just the logo and the colors, the whole presentation.

Do all of the communications look like they came from the same organization?

Read through the brochures, newsletters, website or sales materials. Are they easy to read, consistent in tone, clear and concise, compelling? Is there a clear call to action?

2. Define and describe your target audiences.

Most organizations have multiple audiences, from existing customers or clients to various levels of prospects. Determine which audience group has the most impact on the business.

- > Who are they?
- > What do they expect from you?
- > What aspect of your product, service or company connects and resonates with them?
- > Who must you connect with in order to complete a sale?
- > Who influences a purchase or is part of the decision process?

When you understand your product or service from your audience's perspective, you'll see the opportunities for reinforcing value and strengthening the brand.

3. What are you offering? How are you unique?

Next summarize the products and services being offered, how you're different from the competition, what makes you special.

- > What are the benefits your company, product or service offers to your key audiences?
- > Why should they choose you or your product or service?

- > What do customers/clients say about your offerings?
- > Where's the "wow!"?

4. Where do you connect with your target audiences? Connections with your audiences (contact points) include everything from vehicles to signing, fax cover sheets to mailings to your website, trade shows to invoices to attending networking events.

Any place you present your name and your brand that a customer or potential client will see is important to your brand.

5. Where are you getting the most new business?

This is often the "low hanging fruit," the opportunity that is already generating leads or customers. By focusing on these areas you'll see a quick return.

There's more ...

We'll also discuss short and long-term goals; what changes are coming or new audiences you want to reach; who's available or accountable to manage new initiatives; where small changes can make a big difference; and the budget available for the program.

Ready to refresh and energize your marketing? Start with a brand audit. You'll receive valuable insight and find new ways to market effectively.

Call us toll-free at 866.363.4433 to discuss your marketing goals and schedule your brand audit.

