

BRAND AWARENESS

The Ultimate Marketing Checklist

Use this checklist to determine if your brand positioning is right on track or missing the mark.

UNDERSTANDING WHERE YOU'VE MISSED THE MARK:

There are three key pillars to building brand awareness for your organization: 1. Having a solid **foundation** for your brand that clearly explains your key value propositions, identifies your unique differentiators compared to your competitors, and is visually compelling. 2. Setting clear goals and KPI's through **benchmarking** and adjusting your strategies based on the data. 3. Executing targeted and strategic **activations** that drive media coverage, build thought leadership and attract and retain talent. To determine if your brand positioning is on track or missing the mark, complete the brand awareness checklist below:

First: Review each section and decide if your organization is meeting its goals against these key pillars by selecting "yes" or "no" to the statements.

Second: Add up each "no" and tally your score in the space provided. Your overall score will calculate in every pillar.

Third: Take a look at the overall scores in the pillar areas. The pillar with the highest score is the top area you need to focus on in the next year to build your brand's positioning. The "no" marks reveal where you need to invest time and effort.

Fourth: Plan out what you can do internally, determine where you need external help and identify how much time and money you can allocate to these initiatives.

FOUNDATION

BUILDING A SOLID FOOTPRINT: We need to strengthen our competitive positioning and increase market share within our broad industry. Our brand messaging needs to clearly explain our key value propositions and convey our strengths in the market, visually and through our content.

ACTIVITIES

We have a clear mission/vision statement that is communicated concisely internally & externally	We have established brand guidelines that are adhered to and used
Yes No	Yes No
We have a cohesive look and feel across all channels that exemplify our overall mission & vision	We have developed personas based on our ideal buyers
Yes No	Yes No
We have clear & consistent messaging for telling our brand's story	
Yes No	

TOTAL _____ **"NO" TOTAL** _____

BENCHMARKING

SETTING CLEAR GOALS AND KPIS: (Owned, earned, shared) We need our customers, employees, investors and others in our industry to know who we are and what value our product or service can provide. We need to drive engagement and awareness of our product/service within specific target markets and accounts to drive sales.

ACTIVITIES

Media Relations	Social Media	Digital
We have a sound media relations outreach strategy in place and are acting on it	We are clear on how to utilize our social channels and have a strategy to engage with our target audiences	We have a sound SEO & content strategy and plan in place and are acting on it
Yes No	Yes No	Yes No
We understand how we measure against our competition through a SOV analysis	We have a paid ad strategy and budget allotment	We are clear on how we rank for targeted search terms
Yes No	Yes No	Yes No
We have SMART goals that are aligned to our business objectives	We have SMART goals that are aligned to our business objectives	We have SMART goals that are aligned to our business objectives
Yes No	Yes No	Yes No

TOTAL _____ **"NO" TOTAL** _____ **"NO" TOTAL** _____ **"NO" TOTAL** _____

ACTIVATION

TARGETED ACTIVATIONS: We need to introduce our industry to a new product/service and competitively position ourselves. We want media coverage to give us third-party validation and to help position our brand competitively, build the profiles of our leadership as experts, and attract & retain talent.

ACTIVITIES

Media Relations	Social Media	Digital
We are proactively pitching stories to publications relevant to our ideal buyers	We budget for sponsored content/ads	We have a consistent cadence of creating and promoting content aligned to our target audiences and SEO plan
Yes No	Yes No	Yes No
We are building relationships with the targeted media that engage our ideal buyers	We've used content creators to support our brand building activations	We are actively optimizing our website experience to improve the user experience and increase our search volume and ranking for targeted keywords
Yes No	Yes No	Yes No
We are securing and creating contributed content and bylines	We have an event marketing team that activates social listening/channel management onsite	We are creating, publishing and optimizing digital content such as our website and blog aligned to our SEO strategy and plan
Yes No	Yes No	Yes No
We are scheduling media tours/interviews when we have a new product announcement or news	We are creating and promoting focused content based on the social platform to optimize for engagement	We are driving targeted website traffic through paid search, display and remarketing ads
Yes No	Yes No	Yes No
We are actively monitoring targeted media for quick turn rapid response opportunities	We use a mix of content such as videos, images, short-form and long-form to engage with our audiences	We have analytics tools and reporting in place and are using them to make adjustments to our activities
Yes No	Yes No	Yes No
We are actively positioning our thought leaders in target markets	We have pixels set up on our social platforms to directly track the ROI of advertising campaigns	We use email marketing to promote our content and engage existing contacts
Yes No	Yes No	Yes No
We consistently produce reports based on our KPIs and are using them to make adjustments to our activities	We have a content plan for creating and promoting content across our targeted channels	We engage our sales team and subject matter experts to share content with our target audiences
Yes No	Yes No	Yes No

TOTAL _____ **"NO" TOTAL** _____ **"NO" TOTAL** _____ **"NO" TOTAL** _____

READY TO TAKE FLIGHT?

Contact Airfoil Group. We've been building brands of innovation for 20 years. We can help you identify the right support to achieve success.

Request a free consultation: visit www.airfoilgroup.com/reach-us