

Building Your *Premium Brand*



Complete Checklist for Creating a
Powerful Brand and Marketing Strategy

brand
TRANSFORM

Brand Assessment CHECKLIST

Use this list to assess your firm's brand program and relevancy to your current business needs.

Answer Yes or No to each question

Brand Strategy

- My company's product or service has a strong point of difference from my competitor's product or service.
- I can summarize my company's Brand Essence in one statement (ie Nike: Just Do it).
- The value of my product or service does not show a current threat of being outdated by new products or technologies.
- I regularly review my points of differentiation to ensure they are not being imitated by my competitors.
- I have a clear understanding of my competitors' brand strength and weakness.
- I have a plan to help my brand survive if it is imitated by competitors.
- I have proprietary methods, technologies or other elements which other companies do not.
- My point of differentiation is difficult for my competitors to imitate.
- I am using my company's strengths to their fullest, in every level of the organization.
- I am building every level of my organization - operations, finance, marketing, pricing around the brand.

Brand Alignment

- My brand is linked to my business' vision statement, culture, values and overall strategy.
- My employees can articulate or demonstrate how our offerings differentiate from our competitors.
- Employees champion and communicate the brand externally.
- My sales staff communicates our differentiation to the client in consistent manner to show competitive advantages.
- I regularly survey my customers to ensure that I am providing a product or service that is relevant to solving their problem.
- I incorporate feedback from prospects, customers, vendors and the media to improve my offerings.
- My management team makes decisions based on how it will support the brand. (If you are a one-person organization, this applies to you.)

Brand Communications

- My marketing materials clearly communicate my company's brand and points of differentiation.
- My company is free of scandal and negative publicity.
- I leverage my brand with publicity and regular contact with the media.
- I have a graphic branding standards manual that explains how each element of my brand should be represented within the business.
- My brand has clearly defined identity elements, stationery, logo usage, colors etc.
- My sales team does not customize or make their materials in a way that alters the brand standards or brand message.
- My management team reinforces the brand messaging at staff meetings and interactions.
- My messages, ads, graphics and colors have stayed consistent over time (unless there was a specific and planned rebrand in place)

- My sales team uses an emotional component to encourage and reinforce the use of the brand.

Brand Execution

- My company's phone is answered by a pleasant, knowledgeable individual who can quickly meet the callers needs.
- I understand that my brand exists only in the minds of my customers and prospective clients and we are responsible for managing that perception.
- I regularly receive superior customer satisfaction rating when I survey my customers
- I keep my offerings relevant by keeping up with technology, market trends and customer's evolving needs.
- My company products are delivered consistently regardless if they are accessed online or in person.
- My client's interaction with my product, services and employees is positive, unique and memorable.
- My product or service is easy to find and access to use online.
- My clients regularly refer others to my company.
- My clients use my brand consistently and do not flip back and forth between me and my competitors.

**Let's Do
This!**

Diane Rutledge
Marketing and Brand
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Your answers should be Yes.
Review your results and determine areas that you can reinforce your brand and make improvements. Your ultimate goal is brand loyalty. Give people a reason to stay with your company and refer you. Make your brand memorable.

If you would like to have a Free Brand Strategy Session of your Assessment Results, book a [free Strategy Session Here](#)

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