STAGE

BRAND HEALTHCHECK

PERFORM AN AUDIT to establish a clear overview of your business brands current status.

Reinforce your mission, vision and values.

Your target markets, corporate culture, competitive advantage, strengths and weaknesses, marketing strategies and challenges for the future.

WHO exactly are your customers? Have you mapped out their Customer Experience and constantly seek to improve it?

Ensure you understand them, their wants, needs and issues.

Base the audit on the principle of 'TOUCH POINTS'. Any time or place the brand interacts with the outside world is an opportunity to make a good impression and reinforce that brand, awareness, image and profile.

STAGE 2

BRAND STRATEGY

DEVELOP A STRATEGY
for achieving your targeted goals and objectives for your business through...

YOUR CULTURE
PRODUCTS & SERVICES
CUSTOMER EXPERIENCE
BRAND MARKETING.

What makes you different from your competitors?

Home in on what's unique to you.

After that, set about finding the best way to transform that difference into a selling edge.

Ensure the right message is communicated to the right people, at the right time, using the right tone and the right media. Within any budget parameters.

STAGE 3

BRAND COLLATERAL

GOOD BRANDING enhances customers' familiarity and comfort level with your products or services and that makes them far more likely to show loyalty to the Brand.

Consider your brand logo and whether it might need a refresh or update.

Any printed or online collateral?

Digital presence. How is your website or sales presentations shaping up?

Advertising, packaging, vehicle livery, promotional videos – any aspect of the Brand that comes into contact with prospects.

THE TOUCH POINTS.

BRAND MONITORING

SCHEDULE REGULAR TEAM MEETINGS over the following year to look at how the overall business and brand is performing and what, if anything, needs tweaked or improved in order to achieve objectives.

Importantly, has the time invested shown a tangible return?