

Brand Development Workbook



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Welcome

This brand development workbook will be a transformational experience.

Take your time completing it. The more thought you put into each step, the more successful you will be at building a brand that truly sets you apart.

If you have any questions or need help, email us at info@brandauditors.com.



Introduction

It's what happens before the sale that makes the sale.

Most prospective customers in your target audience will not buy from you the first time they visit your website, read your blog, or see one of your posts on social media.

Instead, they will spend some time getting to know you, comparing you to competitors, and engaging with you to figure out if you offer the right solution for them.

Each interaction people have with your business (verbal or non-verbal) is known as a touchpoint.

Your brand's purpose is to connect you to the right customers and enhance the value of your products and services at every touchpoint.

This is why the quality of your brand pulls people closer to you or pushes them away.

As you complete this workbook, you will discover new ways to improve the quality of your brand for every touchpoint.

STEP 1

brand purpose

Why does your business exist? To answer this question, think about what prompted you to start it. What impact do you want it to make?

What promise do you make to your customers? (That is, how does your product, service, or message change their lives?) Is this a powerful promise that motivates people to buy?

Compare the answers you have provided in the sections above. Are you communicating these themes accurately and clearly on every platform and touchpoint? (i.e., website, social media, ads, in-person presentations, etc.). Make sure every message aligns and does not conflict or contradict.

STEP 2

Target Audience

Who are your customers? To answer this question, include demographics and psychographics.

When you think of the people you have listed above, what are their values? What things do they care about most? (Consider the problems they have and what solutions they might be looking for.)

Is your current target audience the group that can benefit most from the value your product or service provides? Are there any other customer types who might also benefit from it?

STEP 3

bRand Goals

What are your long-term brand goals? This can include revenue, expansion, or any other long-term business goal.

Go back and look at the answers you provided in Step 2 (Target Audience). Do you believe the audience you're currently targeting can help you reach the goals you have listed on this page? If not, who can?

STEP 4

Your Offers

List all of your products and services, including the prices of each.

Look over your offers. Has each one been designed for a specific market segment? If so, what are they?

If not, how could you customize each offer for a specific group within your target audience?

STEP 4

Your Offers

(continued)

List all of your products and services, including the prices of each.

Look over your offers. Has each one been designed for a specific market segment? If so, what are they?

If not, how could you customize each offer for a specific group within your target audience?

STEP 4

Your Offers (continued)

Look over the prices of each offer. What information did you use to set these prices?

Do you offer different levels of products/services? (i.e. Standard, Gold, Platinum)

STEP 5

competitor Analysis Part 1

Use the sections below to complete competitor analysis. Include the following:

1. The overall "perception" of each (cheap, expensive, custom, etc.)
2. Offers and price points
3. Benefit claims (what do they promise to deliver to customers?)

competitor #1

competitor #2

competitor #3

STEP 5

competitor Analysis PArt 1 (continued)

competitor #4

competitor #5

STEP 7

Brand Experience

A brand experience provides engagement for prospective customers at each step of the customer journey. List all content and "next steps" for prospects in each phase, outlined below:

Phase 1: Connection

This is initial contact; people "meet" your brand for the first time. Now, the relationship begins. What "next step" do you want them to take?

Phase 2: CULTIVATION

What content or actions have you provided to engage people with your brand?

In this phase, it is critical to establish how you are different from competitors. Then, everything should be designed to lead prospects to the next stage.

Phase 3: Consideration

Here, serious buyers are considering your product or service as an option.

What content/actions have you provided to get them to buy? Do you have multiple offers to accommodate buyers with specific needs, budget, etc.?

STEP 7

Brand Experience (continued)

Phase 4: CONVERSION

Finally! You have a new customer. Do you have an onboarding process?

If so, does it set expectations going forward? How does it set the stage for a long-term relationship?

Phase 5: CONTINUATION

What is it like to work with you? Do you follow up on all the promises you made in the previous steps? How?

Do you have a process in place to get 5-star reviews and referrals? Do you consistently perform customer surveys to make sure people are happy?

Do you have a plan to turn customers into brand advocates? What is it?

Brand Confidence

Evaluate your confidence in each statement. If lack confidence in a particular item, ask yourself why. What can you do to improve it?

5 = extremely confident, 1 = no confidence.

	1	2	3	4	5
People will pay a premium for my products and services, versus my competitors.					
My brand logo and other images reflect your level of professionalism.					
Marketing messages are clear and compelling.					
My brand voice is consistent across all platforms.					
Customers have no problem seeing how I am different than competitors.					
My website traffic is increasing each month.					
I have a clear customer journey process.					
My benefit claims are strong.					
Brand colors, fonts, etc. are consistent on each platform.					
Offers align with needs of target audience.					
I'm happy with how many new customers I get each month.					
My website looks much better than competitors.					
I get consistent engagement on social media.					
I create content on a routine basis that positions me as an expert and authority.					



Want to review your audit with us?

Email it to info@brandauditors.com.

We'll help you elevate your brand and start getting
results!



About

We leverage the power of a brand audit to help businesses make smarter branding and marketing decisions.

Contact

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