



My Brand Strategy Audit

A self analysis questionnaire for SME owners, senior managers and entrepreneurs who are serious about building a roadmap for winning hearts & minds.

In 5 mins find out if you're working like a Brand Strategy Superstar in your business.



My Brand Strategy Audit

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Are you working like a **Brand Strategy Superstar?**

...in 5 mins you'll know.

Planning and acting on your **Brand Strategy** is the key to your **Brand Equity** – i.e. the more people that are aware of and recognise your brand and it's perceived value, the more revenue you'll earn.

Having products or services that are memorable, differentiated, easily recognisable and superior in quality and reliability, makes getting new or continued business a lot easier.

Of course this is a hard nut to crack and takes time, but in striving for this, you will benefit by:

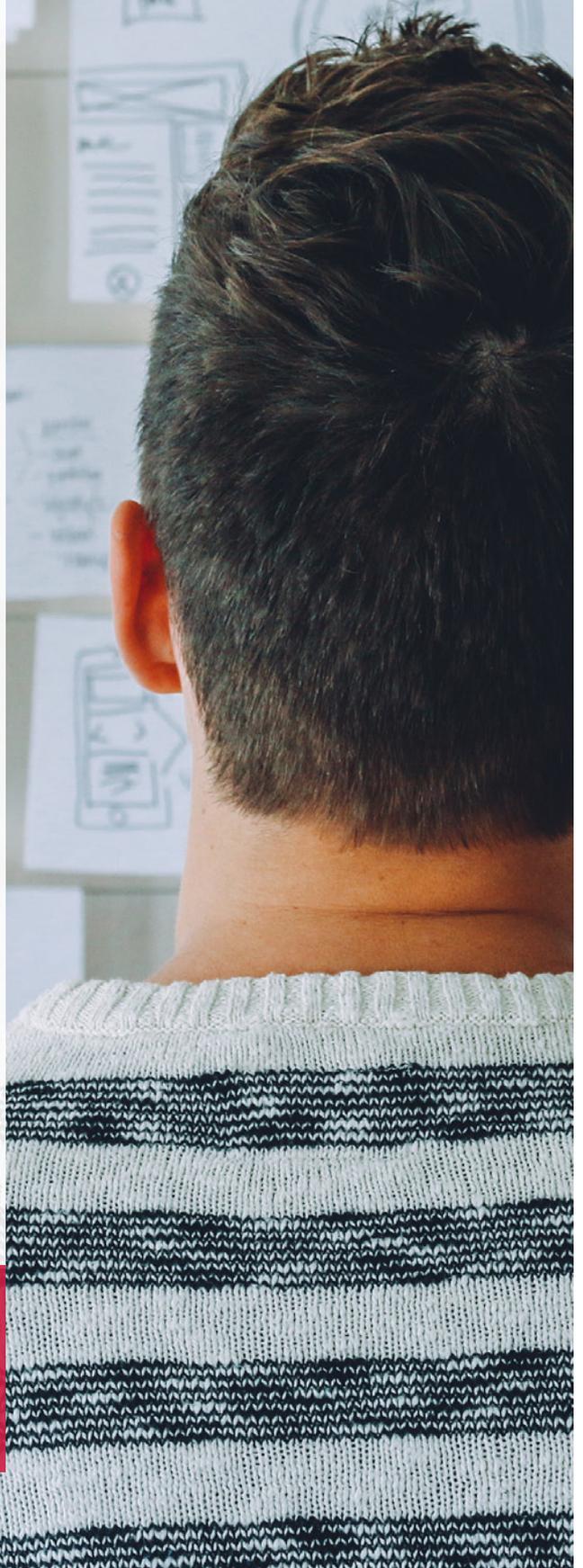
- Being clear on what your brand stands for so that your key differentiators set you apart from your competition
- Understanding your ideal buyers needs so you can demonstrate your value through products and services that solve their problems, and;
- Your and your senior teams leadership abilities to foster a culture of enthusiastic and engaged employees.

Self-assessment Brand Strategy Audit

Designed for SME owners, senior managers and entrepreneurs it gives you a snapshot of where your business stands today. In it you will:

- 1** Understand the value of having a Brand Strategy and the three key areas you need to work on that bring clarity and focus to your business decisions and actions
- 2** Answer simply yes or no to questions (*truthfully now!*) on these three key areas to find out what you are or aren't doing, and;
- 3** Score and add up your answers to determine your results – whether you're on the right track or have areas that need attention and improvement.

Before you spend even \$1 more on marketing tactics (especially if they're not working the way you expected), dive in to find out what's missing and how you to make your Brand Strategy work better.



The value of Brand Strategy



I need a logo...

Can you imagine what's involved in building a great Brand Strategy? Well, don't think for one second it's just about your logo, website or marketing campaigns.

In an ideal world, these items would be created after you've worked out your Strategy, as they are your tactical communicators.

60%
of SME's fail in first 3 years of trading.*

However, many businesses start then fail because little research or thought has gone into answering this question:

'Why should I buy from you and why should I care?'

When you can answer this well you're more likely to have a great business idea to work on.

A brand is much more than the sum of its parts.

Every detail, interaction and emotion that your customers see, hear and yes even smell, makes them feel (or not feel) something about your brand.

It's that gut feel we get. This is because we make our decisions to buy from the side of our brain that deals with emotion, not logic or language.

Whether we know it or not, we want to associate with brands that *'get me'*, reflecting who we are and what we believe in.

Your job is to persuade people to buy, but you can't turn them into loyal advocates. That decision is theirs alone, based on their gut feel about your brand.

How do you influence that 'gut feeling'?

Well, if we look at leading brands (the ones with lots of brand equity), they are very clear on the messages and interactions they deliver. They let their customers know exactly what they will experience from them everyday.

Over time they work towards owning *mindshare*. Meaning, that when people see their brand, they instantly think of one thing – 'happiness' for example. If you've ever been to Disney World you'll know what we mean.

When successful, an owned *mindshare* (built over time) earns a brand recognition and perceived value that translates into higher sales and profit margins against competitors.

Leading brands are also purposeful. The bigger reason why their business exists underpins their business strategy, differentiates them, resonates with customers and inspires employees and partners to believe in what they are doing and why.

Leading brands were small once though...

And many started out in garages, such as Amazon, Apple and Harley Davidson, so it's not like they had a golden secret or instant winning formula.

What they had was beliefs and ideas that, overtime, manifested into great products and services people love.

But beliefs and ideas have to be framed in a way that anyone in a business can understand, be motivated and guided by. It's a roadmap if you like, and conviction to provide a better future whatever market it relates to.

The Lyra MP3 player's advertising focused on features. When Apple launched it's iPod, it tackled the market with more emotional messages. We all know who won.

<p>Rational selling</p> <p>RCA's Lyra</p>  <p>'1GB of storage'</p>	<p>VS</p>	<p>Emotional selling</p> <p>Apple's iPod</p>  <p>'1000 songs in your pocket'</p>
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Framing your Brand Strategy

Through the crafting of statements and descriptions, your Brand Strategy defines the core fundamentals that guide your brand. This includes the driving **Purpose** of your business, the differentiated **Position** you want to hold in your market, and the customer experience you want to deliver through your **Promise**.

It's also about how you think and plan. A typical small business owner continually relies on tactics to win more customers, whereas a brand leader values the process of intimately understanding their customers to provide products or services that solve their problems or fulfil their desires.

Let's start...

* Huffpost Australia.

The three key areas to work on



To help you understand what components form the building blocks of your Brand Strategy, you'll answer questions based around the three key areas used in the [Plan2Brand eTool](#).

Plan2Brand

Your 3 part Brand Strategy Roadmap answers:

Who are we?

1.  Our Brand Foundations

What we stand for that influences our teams contribution in shaping 'customer experience'.

Who do we best serve?

2.  Our Ideal Buyers

Who is the most attractive buyer for us to focus on and how to understand their needs more intimately.

What will we do?

3.  Our Brand Action Plan

What our objectives, goals and tactics are, to act on and measure over the next four quarters (12 mths)

...crafted as statements, descriptions and actions derived from this simple, easy to understand framework:



The outcome is a clear, focused and meaningful direction for you and your team to act upon to build customer trust, loyalty and brand equity.

[SEE EXAMPLES](#)

1. Your Brand Foundations



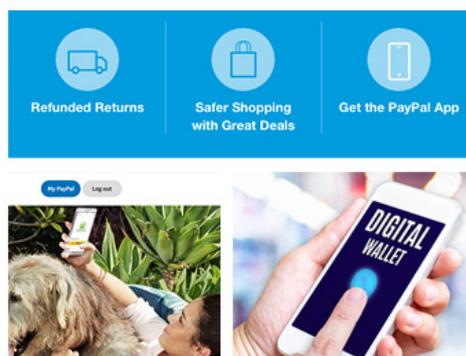
<i>Enter your points score in the boxes and your total will be added up at the bottom.</i>		YES = 2 pts SOME = 1 pt NO = 0 pts
Q1	Can you easily state right now why your business exists - it's Purpose?	
Q2	If we were to ask you now, could you articulate your goals for the future - i.e. your Vision?	
Q3	Do you research your competition (existing and new) on a regular basis?	
Q4	Do you understand how different brands should operate in these three distinct categories: Product Leadership, Customer Intimacy or Operational Excellence ?	
Q5	Have you ever defined and used a customer value proposition as a tool to leverage more business?	
Q6	Right now and without too much deliberation, can you name two of your capabilities that are of top value to your customers and competitors find difficult to match?	
Q7	Do you have a 25 word positioning statement or defined the long term mindshare you wish buyers have when they think of your brand?	
Q8	Can you name at least 3 Pillars (your guiding principles) that you and your customers value most?	
Q9	Are you (and your employees) clear on the customer experience your brand should be delivering?	
Q10	Do you have a list of descriptive words/ human characteristics that is your brands distinctive personality?	
TOTAL POINTS SCORED >>		

Brand Strategy Example:



Promise: Making it simpler to get more of what you want from your money

Pillars: Secure. Always | Simple | Fierce advocate for you



2. Your Ideal Buyers



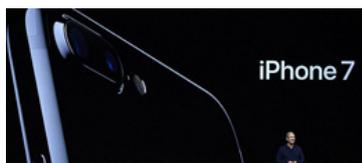
<i>Enter your points score in the boxes and your total will be added up at the bottom.</i>		YES = 2 pts SOME = 1 pt NO = 0 pts
Q11	Can you explain the difference between a Target Market and Buyer Persona?	
Q12	Do you research your market regularly to understand trends, behaviours and motivations that influence buyer decisions?	
Q13	Do you know what factors are most useful to know when describing your Target Market or Buyer Persona?	
Q14	Have you ever used a segmentation tree to define and evaluate which group of people in your market are the most profitable to target?	
Q15	Have you ever listened to people by interviewing them (not in a sales conversation) to gain insights into why they did or didn't buy a product/service you offer?	
Q16	Do you have a detailed description of your ideal buyers – i.e. a picture of their top priorities, considerations, expectations and concerns?	
Q17	Do you know the concerns that keep you customers awake at night or the benefits they are seeking? (<i>hint: it's not about your products or services</i>)	
Q18	Do you map out the steps of your buyers journey alongside the sales and marketing assets you'll deliver at each stage?	
Q19	Does your external/internal design and marketing people have a description and understanding of your ideal buyer?	
Q20	Do you use your buyers language and terminology in your marketing messages?	
TOTAL POINTS SCORED >>		

Brand Strategy Example:



Promise: To make insanely great, imaginative, cool, easy-to-use, cutting edge products that enrich peoples lives.

Pillars: Simple | Control | Contribute | Collaborate & innovate | Excel



3. Your Brand Action Plan



<i>Enter your points score in the boxes and your total will be added up at the bottom.</i>		YES = 2 pts SOME = 1 pt NO = 0 pts
Q21	Does your Brand have a BIG IDEA (unique, own-able, motivating, has longevity) – that you can explain in 7 seconds?	
Q22	Do you know the five strategic questions to ask yourself that provide an outline and flow to your overall Brand Action plan?	
Q23	Do you know how to articulate key issues (posed as questions) so you can formulate your strategic initiatives, goals and execution tactics?	
Q24	Do you know the recommended amount of key issues, strategies and tactics you should realistically work on in your Brand Action Plan?	
Q25	Can you easily describe what's driving growth, what's holding it back and what the big opportunities and risks are for your brand?	
Q26	Do you know how to calculate a marketing budget based around your profit & loss forecast?	
Q27	Do you know what your current competitive position is – e.g. Power Player, Challenger, Island, Rebel or dog fight Brand?	
Q28	When talking to creative suppliers, are your briefs focused on one objective, one desired response, one defined buyer, one main benefit and two main reasons to believe?	
Q29	Do you have performance measures so that you can recognise and reward desired employee behaviour and actions.	
Q30	Have you ever written a long term or short term Brand Action Plan that lays out your Purpose, Vision, Pillars, Big Idea, strategies, goals and tactics?	
TOTAL POINTS SCORED >>		

Brand Strategy Example:



Promise: To be genuine, fun, contemporary and different in everything we do at a reasonable price.

Pillars: Customer Centricity | Innovation | Unique Vibe | Responsibility



Your Brand Strategy Audit results



<< YOUR TOTAL POINTS SCORED

<p>0-15</p>	<p>D Red Flag! Your potential buyers are comparing you on price alone as your brand is not differentiated enough for them to understand your value.</p> <p>You are vulnerable to new competitors entering your market and taking your customers from you. And, if you are concerned your business has plateaued, you need to act.</p> <p>With limited knowledge of Brand Strategy it's most likely you will struggle as competitors raise the bar, get noticed and resonate with your potential buyers.</p> <p>Review the questions where you scored '0' to see where the gaps are.</p>
<p>16-30</p>	<p>C Fair to Average. If your score is on the lower end here you are probably viewed by your potential customers as just another generic option.</p> <p>Your tactics may be to sell to everyone and anyone as long as you get income. However people have no 'buy in' to what you are offering and you may get more one off that repeat sales.</p> <p>You may be confused because when people do buy, you don't really know why. Your marketing may be inconsistent or done on an adhoc basis when revenue needs boosting.</p>
<p>31-45</p>	<p>B Passable to Good. You are not doing too badly at all if you scored at the higher end as you have some grip on how to work your Brand Strategy.</p> <p>If your score is on the lower end here, you may need to work on some areas (see the questions where you scored a '0').</p> <p>You may have lots of ideas you constantly talk about but find it difficult to pin them down in a meaningful way. You most likely have some structure and direction for your brand in place but you may need a simpler way to frame it for you your employees or partners to understand.</p>
<p>46-60</p>	<p>A Very Good to Excellent. Your knowledge of Brand Strategy and how to use it in your marketplace are pretty sound.</p> <p>If your score is on the lower end here, you may need to work on some areas (see the questions where you scored a '0'). Otherwise, keep doing what you're doing.</p> <p>Of course, if market circumstances alter or you change your business completely, you will need to rethink your strategy again.</p>

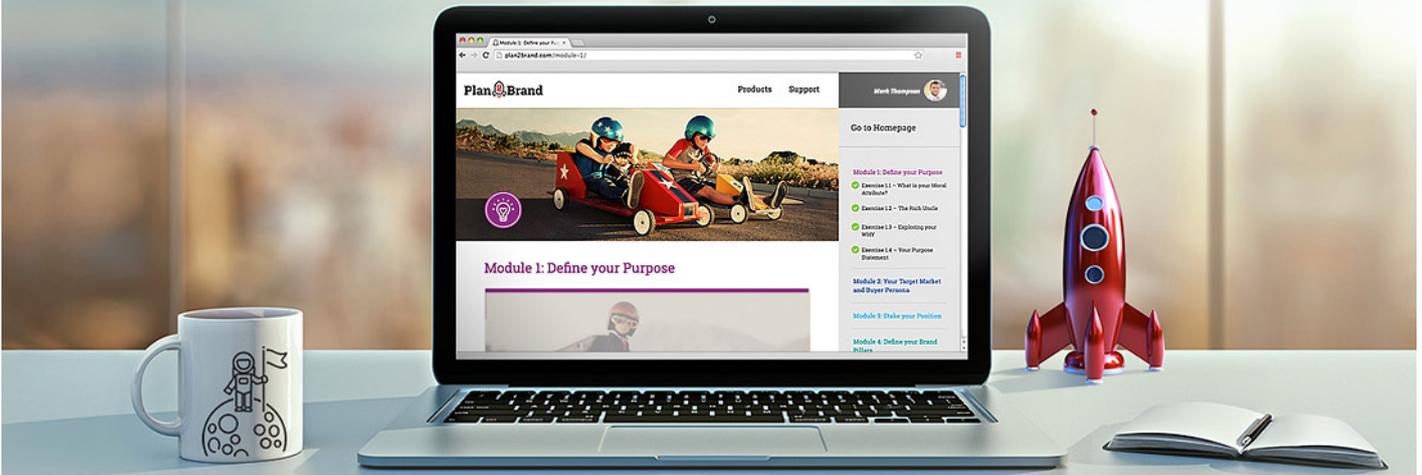
Discover a simple, easy to use eTool that teaches you **how to build** your Brand Strategy Roadmap.

[SEE NEXT PAGE](#)



Want to become a leading brand that wins hearts & minds?

Learn how to build an experience your dream customers will love.



Meet **Plan2Brand** – the only self-discovery eTool that teaches you how to craft a clear, focused and meaningful strategic roadmap for your brand.



Transform your know-how from business to brand

Get the clarity to take your brand to new heights and develop your strategy the way Fortune 500's do.



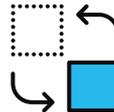
Win more customers by understanding them better

Discover insights from your ideal buyers and discover opportunities to learn, evolve and grow your business.



Craft your brand from the simplest of frameworks

Motivate your team with a printable roadmap of tangible outcomes to bring your brand to life and activate next steps.



Be creative in a resource rich learning environment

Features include plenty of real brand examples, instructional videos and guided steps for brainstorming activities.



100% totally risk free for you to try.

- A simple 8 step framework to learn, brainstorm, craft and action your Brand Strategy Roadmap
- Amend, auto save and print to share with your team
- Supportive weekly webinars with a branding expert
- Lifetime access to work in your own time and pace

[FIND OUT MORE](#)

