

# Muneeb's Brand Assessment Results

NOVEMBER 2021

**Branding**

1. How would you describe your company?

Brand-driven

1	2	3
---	---	---

2. Our brand has a clear statement of purpose and direction

Yes

1	2	3
---	---	---

3. Which best describes how your team/organization understands what your brand stands for?

Most staff have a good idea

1	2	3
---	---	---

8 out of 9

Your branding is a bit confusing to your market. Inconsistent messaging and various keywords can completely confuse market understanding. Your brand is about more than a consistent logo, it includes every single customer touchpoint. It's time to make those touchpoints work for you!

## SUGGESTED AREAS:

### MESSAGE CLARITY

Of course you are working hard to get the word out about your brand. Message clarity helps you to work SMART. Being clear and concise if your brand purpose and offering can help comprehension and stickiness. Like a game of telephone, you want to make sure your potential customers retain (and pass on!) the magic of your brand.

### AUDIENCE LENS

Customer-centricity is at the core of successful brands. It's pretty universal: If customers aren't happy, they won't stay with your brand. If you don't have customers, you don't have a business. Shifting your brand into our "Audience Lens" framework will help you develop this customer-centricity, and foster loyalty and retention.

**Marketing Strategy**

4. Describe how you view your ideal target customer?

I can confidently describe my ideal customer

1	2	3
---	---	---

5. Your strategy and marketing budget:

Is prioritized in the company

1	2	3
---	---	---

6. Do you know your brand marketing investment ROI?

Yes, have a very good idea

1	2	3
---	---	---

9 out of 9

Marketing is just as much a science as it is an art. You should feel confident in your marketing budget and know that your investment into growth can provide returns that are both exciting and (gasp!!) measurable! Let's pave a marketing path that gives you so much more than just a cool campaign.

## SUGGESTED AREAS:

### PERSONAS

The best way to know how to communicate effectively with your market is to truly KNOW your market! When you are selling to everyone, you are actually selling to no one. Let's access your strategy and arm you with distinct personas that represent your "bullseye customer". Only then can you present your brand as distinctly relevant and beneficial.

### METRIC ASSESSMENT

"What you measure is what you achieve". We don't make the rules, but we understand how to leverage them! Without a clear understanding of your marketing investment ROI, you may feel like you are just throwing ideas out there and hoping one sticks. Take control of your investments by taking control of what you measure.

**Engagement**

7. How are people interacting with your brand right now?

Transactional

1	2	3
---	---	---

8. Can you explain what you do to someone in less than 20 words?

Yes, I have tweaked my messaging statement to perfection

1	2	3
---	---	---

9. Do you have a streamlined way that you communicate with customers?

Kinda, I usually use some of the same language, but I wouldn't call it a system

1	2	3
---	---	---

6 out of 9

The best brands not only master WHAT to say, but also HOW and WHERE to say it. Looks like you're getting there, but we want to master all three. A strategic focus on content that builds customer engagement with your brand is the ideal way to build trust and a loyal customer base.

## SUGGESTED AREAS:

### CHANNEL PLAN

You are attracting individuals all over, but where are they all going? Creating a purposeful channel plan will help your efforts all flow together. Different mediums have different engagement targets, and thus need to be handled differently. Painting with too broad of a brush will miss opportunities to connect with customers and stifle growth.

### CUSTOMER JOURNEY

The average customer today uses 10 channels when communicating with businesses. All these touchpoints make it complex and difficult to ensure a great customer experience. You need a purposeful path to help customers along their engagement journey. We'll framework out the intended journey, structure multiple customer touchpoints and make sure your content is at the right place at the right time.