

Emerge Marketing Branding Checklist

There's a heightened interest in branding these days. For small businesses, it can be one of the most important marketing programs of all. As you launch (or relaunch) a branding campaign, take a look through these strategic marketing questions and see if your brand meets them.

Then, use the attached checklist to spot branding opportunities...

Strategic Branding Questions

- 1. What is your brand's vision?***
- 2. What are the good attributes of your brand (or company, or product, or service)?***
- 3. What are the practical benefits associated with your brand?***
- 4. What are the bad aspects of your brand, and how can you fix them?***
- 5. What emotions are behind customer purchases of your products/services?***
- 6. How is your brand positioned against the competition?***
- 7. Which well-known personality does your brand best represent?
(e.g. Ronald Reagan, Wesley Snipes, Queen Elizabeth, Madonna)***
- 8. Which personality characteristics does this person embrace?***
- 9. Do all elements of your branding strategy integrate with one another?***
- 10. Are these elements delivered consistently?***
- 11. Does your branding effort take into account different cultural aspects at the international level?***
- 12. Are you investing in your ongoing branding efforts through both time and money?***

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<i>Elements</i>	<i>Major Strength</i>	<i>Minor Strength</i>	<i>Neutral</i>	<i>Minor Weakness</i>	<i>Major Weakness</i>
Company name					
Taglines					
Division & subsidiary names					
Product & service names					
Trademarks/Service marks					
Fonts & typestyles					
Logos					
Color schemes					
Music, sounds					
Smells/Fragrances					
Business cards & letterhead					
Envelopes					
Premiums					
Annual reports					
Promotional brochures & flyers					
Direct mailers & postcards					
Point of purchase/use materials					
Advertisements					
Sales kits					
Presentations/pitch books					
Media Kits					
Press Releases					
Package Inserts					
Packaging					
Videotape labels/covers					
CD/Audio tape labels/covers					
Shipping Containers					
Company signage including directional signs ("All Deliveries this way...")					
Storefronts & store interiors					
Reception area signage					
Conference & board rooms					
Websites					
Business vehicles (e.g. sales, service, delivery)					
Uniforms					
Trade show booths & banners					

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<i>Elements</i>	<i>Major Strength</i>	<i>Minor Strength</i>	<i>Neutral</i>	<i>Minor Weakness</i>	<i>Major Weakness</i>
Your building's exterior appearance					
Floors					
On-hold messaging					
Voicemail greetings					
Product Manuals					
Gift Certificates					
Store background music					
Yellow Page ads					
Website URL's					
E-Zines					
E-Books					
Banner Advertising					
Autoresponder emails					
Autoresponder faxes					
Directory listings (online + offline)					
Signature files on outgoing emails					
Contests					
Viral Marketing					
Email newsletter text ads					
Pay-per-click ads					
Doorway pages					
Affiliate Links					
Other					
Other					
Other					

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