

FREE

How to Create a Strong Brand Strategy

Brand + **Audit**



Created By

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Hi ya!

I have put together this simple condensed guide on how to create a strong brand strategy + brand audit entirely free to help guide you and brainstorm the process of mapping your business success, so you can stand out, get seen, and be loved by your target audience for consistent sales with magnetic messaging to help you grow your business.

As you already know, a clear message and sound marketing strategy are the foundation of every successful business. It helps you stand out from the crowd, it goes way beyond a logo design, colors, and all of the fancy stuff.

The elements you need to focus on in order to drive business growth revolve around how well you are able to build strong brand awareness, improve your brand sentiment and brand equity.

I've helped so many entrepreneurs build their brands and would love to guide you too.

See you soon.

Dr. Matilda Olori

Grab a chair and a warm
beverage drink, let's do a
quick BRAND AUDIT of
your business...



A brand audit is usually done to assess
how your brand is doing right now
compared to the goals you have set for it.

BRAND STRATEGY

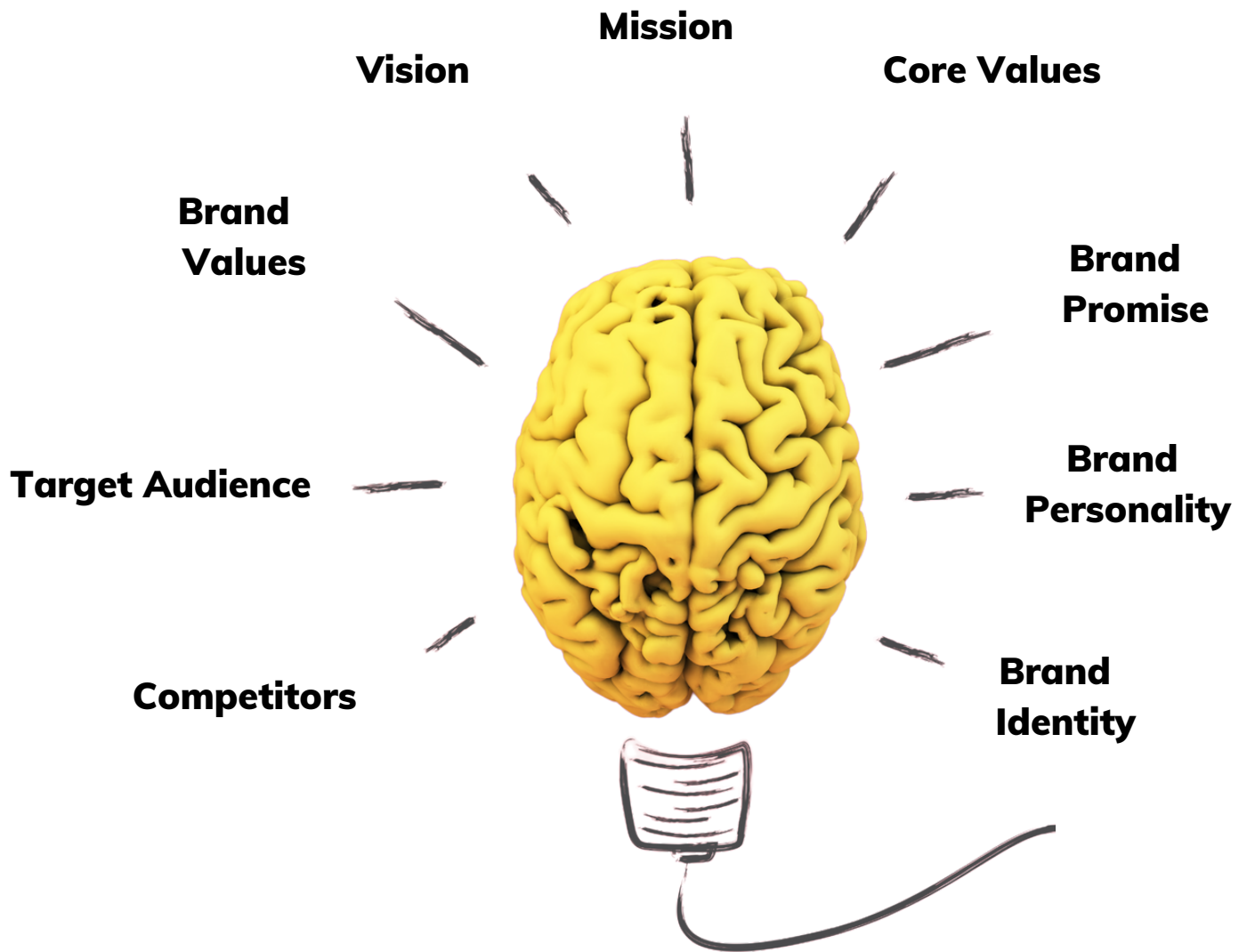
When thinking about your brand strategy plan, it should be able to connect your unique value with the right audience every time they cross paths with your brand.

You need to stand out with the power of your brand.

To be in business, you need a solid strategic foundation for your brand positioning, when done right, the results will help you in developing an effective communication strategy that attracts your ideal clients.



ELEMENTS OF A BRAND



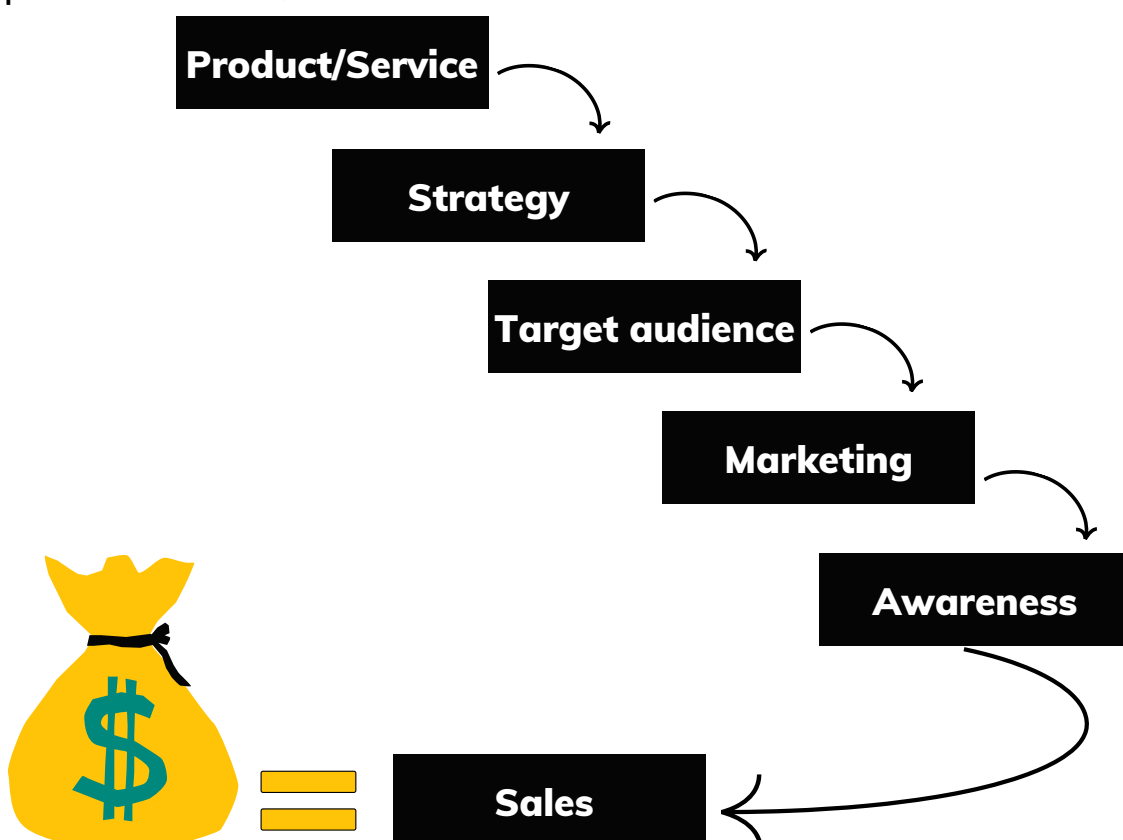
Do you find yourself struggling with marketing your business? If your answer is yes...then it's time to fix the root problem in order to understand why?

There could be a number of reasons but from my experience working with different clients, the common problem they all have is a lack of **BRAND STRATEGY**.



To create a strong brand identity, it is paramount you have a clear understanding of your target audience/market and figure out your “who,” “what” and “why” of your brand puzzle.

Once you have that then it's time to proceed to crafting your brand identity, brand positioning, creative and messaging development, implementation, maintenance and measurement.



Audit



Why Should You Conduct a Brand Audit?

Ok...let me tell you why you should 100% conduct a brand audit:

- To understand how your brand is positioned in the market.
- To find out how clients/customers perceive your brand.
- To see if you are using the appropriate tone of voice for your target market.
- To identify the best-fitted social media channels for your content marketing strategies.
- To find incongruences and gaps between sales data and social data.
- To discover your strengths and weaknesses compared to your competition.
- To appreciate how your initial objectives align with your current brand strategy.
- To improve return on investment by rethinking action plans.

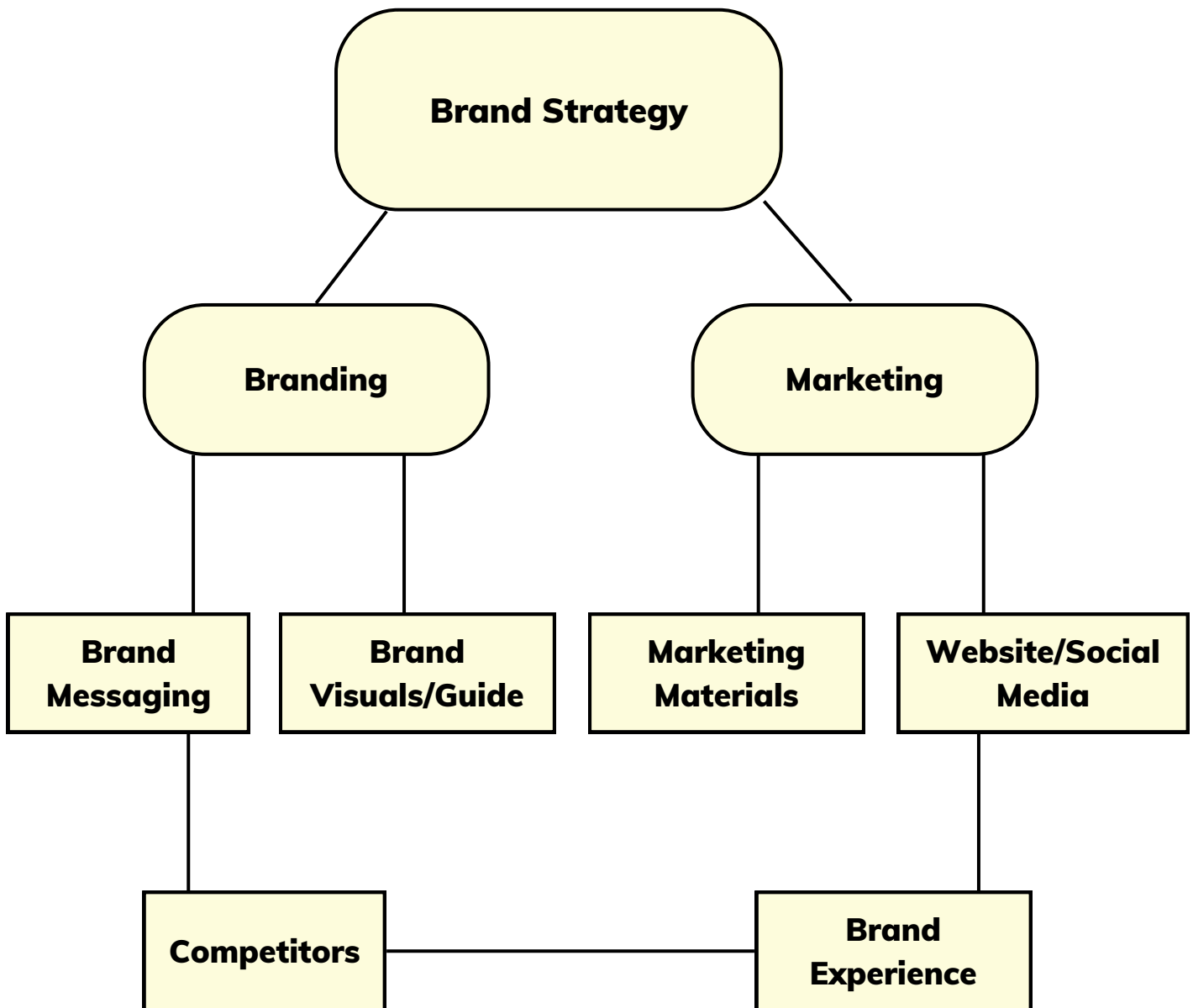
Brand Audit Checklist

A brand audit is a process used to analyze how a brand is performing in the market and against the competition. It's an analytical strategy that studies the aspects that make up a brand.

- Double-check your business's vision and mission.
- Review your current market and trends.
- Can your ideal client/customer identify with your brand?
- Do you listen to your target audience?
- Review your brand assets and visuals, does it need a refresh?
- Review your brand values, does it need to be updated?
- Evaluate current marketing efforts' efficiency. Is it working for you?
- Does your current marketing plans align with your brand?
- What inconsistencies can you find and where?
- What do clients/customers say about your competitors?
- Have you implemented a competitor analysis. Do you stalk on your competitors?
- What opportunities can you find and where?
- What's the user experience when interacting with your brand?
- Do you consistently track, review and monitor your brand strategy?
- Do you have a system to track your monthly and annual growth?

Brand Strategy

It is all connected, that is why it is extremely important to have a strong brand strategy from on set in order to help you stand out and maintain consistent business growth.



Below is an example of how to create a simple brand strategy including a worksheet to conduct quick brand audit.

Example of a Simple Brand Strategy



Juicy Planet

- Established in 2019
- Uses only organic fruits
- Creates small batch of bottled juice drinks

Key Customers

- Health conscious individuals
- People who prioritize their health

Target Audience

- Age 25 to 45
- Busy and active individuals
- Buys beverage drinks daily or 2/3 times weekly
- Has steady income

Brand's Creative Direction

Enjoy healthy fruity beverage on the go, anywhere and anytime.

The Brand



Brand Personality

- Healthy
- Fun
- Authentic

Brand Colors

#6EB131

#EDCF70

Brand Fonts

Roboto

Goals

Business Objective

Juicy Planet is launching a new blend of fruit juice in 2 locations as well as partnering with 2 new local restaurants.

The goal of this project is to develop a new packaging concept for it's new blend that is eye catching and works cohesively with JP branding.

Marketing Activities

- Improve brand awareness online and offline
- Creation of marketing campaign plans
- Focus on content ranking in Google

Things to include on the packaging

- Where the fruits came from and name of producer
- How the fruits was sorted and proceed
- Useful information on the label to educate people on how to stay healthy
- Packaging must be eco -friendly

Brand Brainstorming Template

BRAND CORE

Brand Mission	Brand Vision	Brand Purpose (What, Why, How)	Brand Goals
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BRAND MESSAGING

Brand Promise	Brand Story	Brand Experience	Purchase Trigger
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BRAND PERSONA

Brand Voice	Brand Personality	Brand Tagline
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BRAND POSITIONING

Market Research (competitors analysis)	Brand Awareness	Target Audience
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BRAND VISUALS

Colors	Fonts	Image Style
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Brand Audit Worksheet

Define your brand goals

List brand goals

- 1.
- 2.
- 3.

Answer These Questions

Can you describe your brand?

What words best describe your brand?

What problem does your brand solve for your target market?

Does your brand establish a self-connection that defines a major component of your core client's personality?

What do you think sets your brand apart from its competitors?

What are your brand's strengths?

What are your brand's weaknesses?

Is your content useful to your target audience?

Review Social Media and Web analytics

List your top 5 traffic sources

- 1.
- 2.
- 3
- 4.
- 5.

Have you done a complete website audit recently?

Which of your landing pages are performing the best?

Which web content is getting the most traffic?

Which social media content is getting the most engagement?

Which social media content is sending the most traffic to your website?

Describe your content strategy + plan?

Do you have a social media strategy + marketing plan?

Are these goals broken down into actionable strategies?

Do you have a clear SEO, and keyword strategy + plan?

Content Strategy Planning

Content Creation	Action Plan	Expected Results
Website Blog Publication	Describe action plan	02/02/23
Email Copy	Describe action plan	04/02/23
Social Media Posts	Describe action plan	05/02/23
Social Media Ads Setup	Describe action plan	08/02/23

TASKS

WEEK 1

WEEK 2

WEEK 3

Feb 2-6

Topic research,
copy writing and
Visuals



Feb 4-7

Email Copy



Feb 5-8

Social Media
Ads Copy



Feb 8-9

Script for video
ads campaign



Checklist

Visual Identity



Logo

Brand Colors

Brand Tagline

Brand Voice

Brand Image

Brand Fonts

Brand Personality

Brand Identity



Brand Purpose

Brand Mission

Brand Vision

Brand Values

Brand Promise

Website



Clear Offer

Opt In Funnel

Clear CTA

Message Pillars

Social Media



Facebook

Instagram

LinkedIn

Pinterest

Twitter

YouTube

TikTok

Brainstorm Solutions

Problems - Solutions

Solution 1

write ideas here...

Solution 2

write ideas here...

Solution 3

write ideas here...

Solution 4

write ideas here...

Need a Consult?

I understand that sometimes having a helpful worksheet, guide or planner might just not be enough.

Don't hesitate to reach out if you have further questions, or require further explanations or consultation.

Help is just an email or phone call away.



Join our Facebook Group

Strategic Entrepreneurs Community.