



BRAND REVIEW MADE EASY

Step 1: Review your Internal Brand

Review your core values, mission, vision along with the foundational elements such as your brand personality, brand appearance, brand benefits, and brand competencies. You will be using these brand elements to evaluate whether they are reflected in your visuals and messaging.

Step 2: Gather your Brand Visuals

You want to get all your most recent branding and marketing pieces in one place so you can zoom out and get a clear view of what your brand looks and sounds like as a whole.

Take screenshots of the key visual pieces of your brand

Create a folder labeled "Brand Audit April 2020" for the below screenshots:

- Website: home page
- Service and Processes Visuals and Style of Photography
- Social Media profiles: Facebook, Twitter, Pinterest, Instagram, etc.,
- Video: intros/outros or title pages
- Newsletter graphics
- Printed Materials (biz cards, brochures)
- PDF Docs
- Your most recent blog post images & social media images

Put all the pieces together so they are easy to see as a whole. Try one of these options: upload screenshots to a secret board on Pinterest or place screenshots into a Word/PowerPoint/Google doc and shrink to fit on one or two pages.

Step 3: Review your Brand Messages

Copy and paste your written brand messages into a Word/Pages /Google doc.

- Tagline (from website)
- About Page
- Contact Page
- Blog: titles of last 5 blog posts
- Facebook: about blurbs on personal and business pages
- Twitter: about blurb
- LinkedIn: about profile
- Instagram: about blurb
- Pinterest: about blurb
- Social media profiles: content of last few posts

Step 4: Evaluate your Brand as a Unit

Brand Visuals

1. Pretend you've never seen your brand before.
2. Critically look at all the visual pieces of your brand.
3. Using your website as the standard, evaluate how well each visual piece of your brand matches your overall brand style (logo, colors, fonts, images).
4. How does your brand make you feel?
5. Take notes and make a list of the pieces that are out of alignment.

Brand Messages

1. Pretend you've never interacted with your brand before.
2. Critically evaluate all your brand messages – is your internal brand aligned with your messaging?
3. Evaluate how consistently you've used your tag line, titles, descriptions, url, contact information, etc. across all the pieces you've gathered.
4. Look for incomplete or old profiles.
5. Take notes and make a list of the pieces that are out of alignment.

Step 5: OUTLINE AN ACTION PLAN

1. Decide which pieces of your branding need to be adjusted.
2. Rank those pieces by priority. What tweaks will make the most impact?
3. Decide which tweaks you want to DIY and put time in your calendar over the next few weeks to do those.
4. Decide which tweaks you can outsource and decide on your timeline for getting those completed.
5. See Checklist on pg. 4 to help you create an action plan.

BRAND HEALTH CHECK

INTERNAL BRAND (CORE IDENTITY)

- Do you have your mission & vision written down?
- Have you identified the types of clients you want to work with (target client - honeymooners, savvy travelers, baby boomers, empty nesters, etc.)?
- Do you know your Super Power? (*HINT*: It's what you do best. It's the common compliment clients and friends say about you.)
- Have you outlined your core values?
- Is your brand foundation (brand competence/benefits/personality/appearance defined)?

VISUALS

- Does your logo need a refresh?
- How do your brand aesthetics make you feel?
- Does your brand appearance align with your brand personality?
- Does your headshot or profile picture feel professional?
- Does your brand appearance attract your desired client? (i.e. if you provide luxury travel experiences does your brand look and feel sophisticated?)
- Do you show off your brand competence? Are you using CV Private Label to customize all your client communications? Do your clients benefit from the online tools such as Custom Proposals, Quotes and Itineraries?
- Would you grade your website a B- or lower?

MESSAGING

- When people ask you "what you do" are you able to give them a succinct answer? If not, keep refining and practicing your elevator pitch.
- Is your web content up-to-date?
- Is your website content highlighting your values?
- Can your prospective clients get a sense of your brand personality by the tone of your copy and the style in which you speak in your Social Posts?
- Does your "why" come through in the About us section?
- Does everyone in your company know your area of expertise and the type of clients?
- Does the About section need updating?
- Is your bio up-to-date listing all your certifications and expertise?

Feel free to contact Hilary Hamilton at hilary@hilary-hamilton.com to schedule a complimentary 15-minute consultation to help you outline your next steps to creating a powerful brand.