

Branding is the lynchpin of your overall corporate strategy and identity. It defines your identity, frames your marketing and promotional messages, and informs employees and customers about why you do business the way you do it.

If your market environment changes, failing to update your brand in response to new environmental factors like changing demographics or new procedures, technology or competitors, is a major mistake that can cost you your loyal customers and prevent you from finding new ones.

BRAND AUDIT

WHAT IS A BRAND AUDIT?

In the most general terms, a brand audit is a detailed analysis of your brand in its current state. By determining which qualities of your brand are currently effective and which ones are not, you can restructure your identity and your messaging goals to produce better results.

Specifically, we examine the following:

- The current standards of your brand image and voice
- The demographics and diagnoses of your target audience
- The mission and strategic objectives of your company
 - The strategies you use to reach your goals
- The current customer base - who buys, why, and how much they buy
 - The current referral base - who refers, why and how often
- If contracted with insurers, which ones and their fee schedules and contracts
- Brand relevance -some brands lose relevance over time and require re-branding

No two companies are alike, so what works in one brand audit is not automatically relevant to all others in the same sector or in the same service line.



Brand audits for a small business with limited resources, are far more difficult than an audit for a larger organization. Business owners frequently try to perform the brand analysis completely on their own. But doing so runs the risk that they will skew the data with their own biased opinions of their brand (whether those opinions support an old brand or a re-branding strategy and execution).

Working with a team of individuals inside or outside your organization that can help you execute tasks, gather information, mystery shop your competitors and help you to form an objective conclusion and direction that saves time and money and meets objectives.

IDENTITY

Your identity as a company is composed of several interactive components, including:

- Your company name and tagline
- Your logo, signature graphics, and company colors
 - Your website and newsletter layout and image
- Sounds and styles that characterize your company
 - Your voice and tone of messaging
- How your employees interact with customers and prospects
 - What outsiders believe about your company
- What your customers believe and say about your company

Desk Research • Field Research • Mystery Shopping

Are you hitting your target objectives?

We study your target audience's perspective on your identity. Some example questions we ask include:

1. How does this logo make you feel?
2. What are your first thoughts when seeing it?
3. Does this tagline accurately and concisely convey the mission and identity of the company?
4. Is the written material appealing? If so, what do you like about it? If not, what turns you off?
5. What, if anything would make you like this brand more? What would make you like it less?
6. Is the website easy to navigate and find what you need?
7. Is the website credible? Do you believe what is stated?
8. Is the newsletter appealing? Do you read every issue? When?

Evaluating Your Strategies

Once we have a solid understanding of where your identity fits in the present, we can evaluate your current marketing strategy for an objective analysis its effectiveness.

Some of the metrics we analyze include:

- Web traffic data, including how many new visitors you receive and where they're coming from
- Marketing channel statistics to compare the effectiveness of your different messaging platforms (e.g., various social media platforms, traditional advertising, etc.)
- Reach metrics supplied by your media partners
- Return on investment for your various marketing campaigns
- Brand awareness in your target demographic
- Brand sentiment and reputation, brand responsiveness to criticism and praise

COMPETITION ANALYSIS

When we analyze your strategies, we also conduct a competitive analysis.

We analyze:

- What your competitors are doing
- Whom they target and how,
- With whom they are contracted and what the contracted payors like and dislike, and How effectively they differentiate.

Positioning:

Examining your competitors' recent efforts affords us a good sense of positioning and whether or not your brand is falling behind. Again, objective data is what's important here—we perform desk and field research to learn as much as we can about your competitors' overall reach, sales revenue, and brand awareness compared to yours.

INTERPRETATION OF DATA & ACTION PLAN

Deciding what to do once you have all the information is the hardest part of the process. We analyze the data objectively and comparatively. We bring in knowledge and insights from previous projects and lessons learned. That's one of our greatest value added benefits to you along with global experience developed over several decades in the industry. We often reduce our findings to three major options:

- Keep your identity the way it is
- Overhaul your identity
- Keep your identity, but refresh it to more closely align with current and future goals

ACTION PLAN

Most brand audits result in a decision to pursue option three: a compromise that maintains your brand for loyal customers but adjusts it to compensate for your unique environment. We assemble a full action plan taking into account your budget, timeline for rolling out the changes, including an extended timeline and clear delegation of responsibilities both inside and outside your organization.

Branding is a recursive process that responds to its environment regularly.

Plan time and budget to perform brand audits every few years to measure your identity and performance against your goals and make necessary adjustments.