

Optimize Your Brand

Brand Analysis

Re-branding prepares you for growth through analysis, fresh design and strategies, communications platforms, creative social content, video and brand management.

What does your brand say about you?

There is so much to consider: image, value, reputation, warranty, expertise, performance, trust, loyalty, social responsibility, and integrity, to name a few. Brands make promises all the time; but are they kept?

If you or your organization are sending mixed messages, it is costing you - money, performance, customers, relationships - and so much more.

Give Value First...

On the flip side of this hand-out is a brand analysis check-list to help you optimize your brand. This FREE resource for your business is a small step to offer a risk-free experience with our company.

Call our experienced team for a
FREE CONSULTATION



Ronald L Tanner,
Principal

Bio - Leveraging a career in professional marketing and sales, Ron crafts and mobilizes grassroots and media marketing strategies to anchor business development campaigns. His versatility may be his greatest strength, as an entrepreneur, business coach, community college instructor, brand management/ business development advisor. He is a certified SCORE business counselor, co-founder and Principal of Confluence Business Advisors. Tanner's career highlights include Pulitzer, Inc. Cap Cities Communications (Disney), and Copley Newspapers. Ron advises on a spectrum of media communications, including video, digital, social, and event platforms. He also conducts professional development workshops, creates online marketing strategies and advises entrepreneurs and start-ups. He is a graduate of Southern Illinois University Edwardsville with a B.A. in Mass Communications.



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Brand Analysis

Everyday people assess your brand. Your brand constantly expresses itself to others. How often do you examine your brand's - value, reputation, warranty, expertise, performance, trust, loyalty, social consciousness and integrity? Using the criteria below, an occasional analysis of your brand's strengths, weaknesses, and threats reveals strategic value and potential opportunities hidden within your organization. Take a moment and simply think about these...

CHECKLIST

Management

- Leadership
- Strategic plan
- Human Capital
- Competence
- Expectations

Clientele

- Profile – Age, income, education, occupation
- Frequency of visits
- Average ticket
- Item/services purchased
- Distance traveled to buy from you
- Relationship value and trends
- Frequency of new relationships

Competition

- Regular monitoring
- Closest direct competitor – how far?
- Indirect competitors – how far?
- Future competition/trends
- Relevance to your competitors
- Pricing/Payment methods/Hours
- Customer experience - Quality/Product/Service

Marketing

- Business Development Plan
- Personnel/Staff - Networking
- Online - Website/Video/PR
- Events - Professional development/customer/staff
- Media - Print, TV, Radio, Outdoor, Social
- Rewards programs
- Advertising/POP/Signage/Lighting

Relationships

- Community
- Client
- Vendor
- Resources - Legal/Financial/etc.
- Government
- Competitors
- Collaborators

Facility

- Own/lease
- Age/Lighting
- Heating/Cooling comfort
- Maintenance
- Curb appeal – customers vs. prospects
- Personal hygiene services