

# D.I.Y.

## BRAND AUDIT

THERE IS MORE TO YOUR BRAND  
THAN YOUR LOGO



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## BRAND AUDIT

Many times people believe that once they have a logo their brand is done, **that is not the case!**

It's important to understand that a logo is *only one element* of a company's brand.

This guide will provide you with a great set of questions you should ask yourself, and tips to help you determine your brand and goals for your company.

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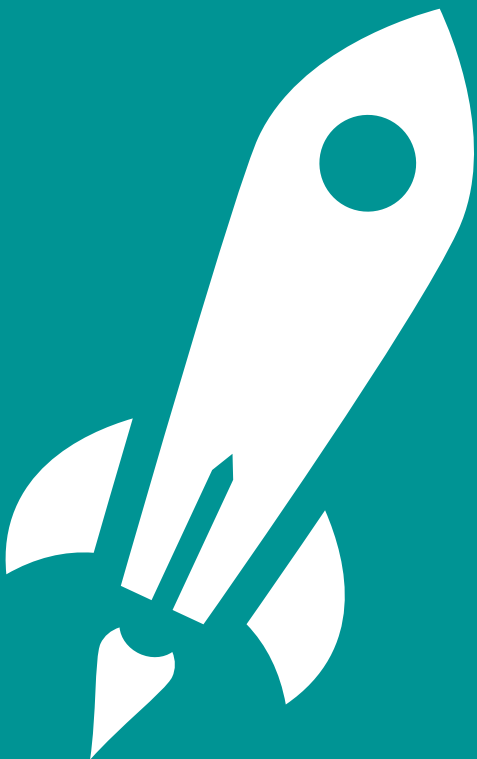
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# 1 Who are we?

## **This is your Mission Statement**

You need to be able to recite this as well as your team members. So there is never any confusion on what your company can do for a consumer or client.



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# 2 Strengths and Weaknesses

**What are the 3 greatest strengths and 3 weaknesses of your brand.**

This could also be of your company. We all can't pretend that we aren't weak in some way.

This will help determine your *perspective* of your company and what your *passions* are.



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# 3 Opportunities for Growth

*“Successful companies set goals.*

*Without them, they have no  
defined purpose and nothing to  
strive for; consequently, they  
stagnate and struggle for  
meaningful accomplishments.”*

*- Matt McKay, Demand Media -*

**You should be constantly developing new goals.**

Think where you would like to be 3 to 6 to 12 months down the road.

Some examples for goals are: stay on track, change focus, or specialize in something new.

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# 4 Keywords

**What keywords would people search to find our organization, products, or services?**

Common terms that the every day person will use in a Google search.

Start creating a list of 10-15 keywords for each service or product you provide. This list will grow as time goes on.



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# 5 Buyer Personas

**Think target markets.**

Pick your *3 best most recent customers or clients* and create bullet points of a background story including:

- Who they are
- What they do
- Where they hang out





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# 6 What makes us different?

Why are you worthy of attention over your competition?

At Impulse Creative we like to say **Be Remarkable** because being remarkable is worthy of attention.

We explain why we love doing what we do instead of saying what we love doing.

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# 7 How we express differentiation?

**This is the bulk of your branding.**

How do you show your differentiation in words, images, or actions?

*“Imagination without vision,  
is like a brand with no  
passion”*

*- Jaco Snoek, MSC -*

It's important to always be visually consistent with the colors, fonts, and graphic elements. This helps create an emotional connection with your customers or clients.

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# 8 Sustainable advantage?

**What are ways other than price will you be able to compete with your competition?**

Price is too easy for your competition to beat you out at.

A good example could be that all of your products are made in America. Or your entire office has gone green!

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# 9 Value we provide to our audience?



Examples of good value you can provide would be expertise, resources, guidance and difference tools.

This is where marketing comes into play.

You should communicate your knowledge to build trust with your Buyer Personas.

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# 10 Innovate our industry forward?



**How are you a leader in your industry?**

Are you a leader at a local, national, or worldwide level? How do you back up this statement?

Expressing your passion for your business will put trust in your consumer or client that you are an industry leader or working to become one.

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# 11 What makes people buy from us?

**How to build acquisition?**

Once you have accomplished all of the previous steps your Buyer Personas will have grown trust with your company and ultimately make them want to buy from you.

In the end you need to know what makes your Buyer Personas happy.

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# 12 What keeps them coming back?

**How to maintain acquisition and  
build retention?**

Aiming to delight your client with your service resources and product value. This will help spread the reputation of your amazing company and provide more leads.



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# ABOUT US

Impulse Creative is a branding and inbound marketing agency that uses a strategic blend of marketing awesomeness to help you get more leads, customers, and grow your business.



Get your assessment with an  
inbound marketing specialist  
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## Prepare to be Amazed

Spend 30 minutes with us and we promise you'll be impressed. Let us show you how effective branding can help you to Be Remarkable.

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