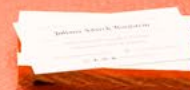
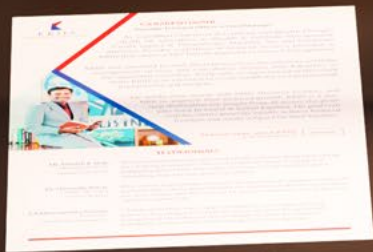
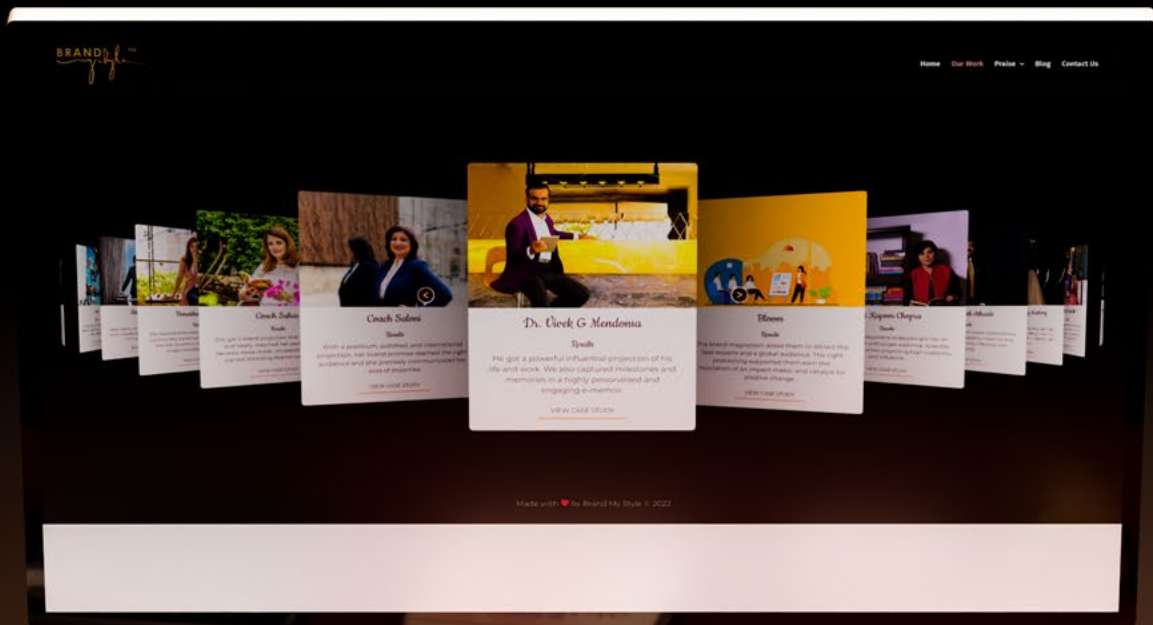




Do a Brand Audit

Get your Brand to Stand Out

Discover 5 proven yet easy strategies to bridge the gap between your current brand perception and desired brand projection.



BrandMyStyle.in

Hi, I'm Aarti

As a CEO Brand Strategist and Personal Brand Stylist, I am passionate about designing distinctive, authentic, and brilliant brand stories.

At Brand My Style, my raison d'être is to make you and your work shine by delicately branding your brand's style, uniqueness, strengths, and representing it with a strong BRAND PROJECTION.

I am so happy to see that you are taking this effort and interested in creating a credible brand for yourself. Give yourself a pat.

Use this DIY Brand Audit Checklist and accelerate your brand's performance. I will also be sharing some more support material so that you can deepen your brand value, authentically showcase your uniqueness, and effortlessly command a premium.



A Little Branding Support

Here are some resources that will address some of your branding questions and help you to create a fresh and strategic brand image. Do finish the Brand Audit and then come back here to learn more on how to sharpen your brand power.

1. Should I choose Personal Branding or Enterprise Branding?

[Read Now](#)

2. Convert your Passion into Profits with Branding

[Read Now](#)

3. Here's how to write a blog post

[Read Now](#)

4. Branding Mistakes to Avoid

[Read Now](#)

5. Importance of Consistency in Username and URL for Social Media

[Read Now](#)

First identify your goal, why are you doing the Brand Audit?

Place a tick on every statement you agree with



Are you changing your business focus?

Is the branding inconsistent?

Are the marketing campaigns not working?

Has the website site traffic has dropped?

You're not getting sales?

Are you losing social media engagement?

Has the email open rate has dropped?

Has the referrals reduced or stopped?

You are launching a new range of products

Your startup has outgrown your brand strategy

Your business has outgrown your website

If your answer to any of the above is a yes, make that, the focus of your brand audit. And yes, it could be everything.

Step 1: Review Internal & External Branding

Internal Branding is all about your brand's persona and company culture. Once you have identified your brand values, differentiated uniqueness, defined the target audience, and decoded the Brand Promise, you have all the ingredients ready for Internal Branding.

Internal Branding Checklist

Brand Values

Target Profiling

Brand Positioning

Emotional Connect

Brand Voice & Tone

Brand Statement

Want to know how to create an internal branding strategy? Check out page 9 of this workbook.

External Branding is the way that your customers see your business. This will give you and your team, the tools and resources needed to establish your brand's recall, provide memorable customer experiences and make your clients become your Brand Ambassadors.

External Branding Checklist

Logo / Brand Identity

Color Palette & Font

Stationery

Visual Imagery

Photography & Videography

Founder Profiles

Brochures & Proposals

Signature Email Block

PowerPoint Presentations

Product Packaging

Step 2: Review Your Social Media

Let's dive into the social media analysis.

Is your LinkedIn display photo, a professional one?

Is the bio section in sync with the brand communication and content strategy?

Do you have a clear and concise LinkedIn headline and summary?

Does your LinkedIn showcase your achievements?

Are images / creatives / videos / messaging in sync with the brand guidelines?

Is there consistency in brand imagery and content generation (Blogging + Posts)?

Is number of impressions / likes / comments increasing or declining?

Are your social media URLs consistent?

Is the google business profile updated and reviews consistently added?

Step 3: Review Your Website

Check your Top 6 Elements for the Website.

Does your website stand out?

Is the messaging crisp and clear?

Does the visuals match the brand persona?

Is it easy to navigate?

Is it mobile-friendly?

Has the SEO & Keywords placed correctly?

Review and analyse website performance with google analytics.

How are people navigating to your page?

What links are they clicking?

Is your website attracting your target market?

What is the bounce rate?

What is the conversion rate?

On which page do they click the most?

Step 4: Conduct a Survey

Ask your customers directly

Run an online poll

Use survey forms

Get feedback from mentors

Check out sales data

Review target demographics

Conduct employee survey

Step 5: Observe your Competitors

Tap the social network

Check Google trends

Look for content gap analysis

Observe their key selling points

Learn from what they promote

Check out their content type

Know what topics the brand shares

Attend a conference

Check in with your suppliers

Internal Branding is all about your brand's persona and company culture. Once you have identified your brand values, differentiated uniqueness, defined the target audience, and decoded the Brand Promise, you have all the ingredients ready for Internal Branding.

1. Brand Values

Brand values are the beliefs that drive your company. What are the values that are non-negotiable for your business? Write down top 3 values that will build deeper relationships with your customers and target audience.

2. Defining your Target Audience and End User

Define your buyer persona, chalk down your ideal customer profile with regards to age, gender, education, goals, interests, and problems they face. Write down the description of who will buy your product/services.

3. Emotional Connect

What is the feeling you want your customer to feel whenever s/he interacts with your brand? Calm? Confident? Beautiful? Make a list of top 3 feelings that your brand must invoke?

4. Brand Voice and Tone

With an unchanging consistent voice, your customers will be able to trust your brand. As per the medium either social media or email marketing, you can cultivate a combination of tones, such as friendly and informative or warm and welcoming.

5. Personal Brand Statement / Company Brand Statement

Once you identify your Unique Selling Proposition, tie all the above 4 steps together to create a powerful brand statement. Create a compelling, relatable, and inviting statement that emotionally engages with your target audience.

Let me show you with an example of Coach Sahar, how you can create a Personal Brand Statement.

Brand Values: Joy, Wisdom, Awareness

Target Audience: Individuals (Clearly not Corporates)

Emotional Connect: Feel and live with Clarity

Brand Voice and Tone: Professional

Personal Brand Statement: Coach Sahar helps individuals to make better decisions & lead their life with purposeful clarity.



Create an Action Plan and Monitor your Progress. Remember Branding Success does not happen Overnight. You got to be Bold, Authentic, and Consistent.

Want Inspiration?
Check out some of our Case Studies.

[Case Studies](#)

[Testimonials](#)

