



High Level Brand Audit.

Get **CLEAR** about what you're selling and to whom. Get **CONFIDENT** that your visual identity and communication is **CONNECTING** with your ideal audience.

High Level Brand Audit

Answer these 20 questions to get some direction on how well your brand is working for you.

Place an answer in the box. **Y - Yes.** **N - No.** **P - Partly.** **? - Not Sure.**

1

Brand Clarity

1. Have you identified the core values, vision and mission for your business/brand?
2. Can your customers clearly identify what your services are?
3. Have you identified your ideal customer?

2

Customer Journey

4. Do you know what you do better than or differently to your competitors?
5. Have you defined your customer journey?
6. Have you developed key communication for each brand touchpoint?

3

Communicate Clearly

7. Are you connecting emotionally with your audience?
8. Have you identified and are you communicating your Unique Selling Points?

4

Visual Identity

9. Are you confident your visual identity accurately portrays your brand's quality?
10. Do you have a visual standards manual?

5

Digital Design

11. Are you happy and confident with your website? Does it actively work for you?
12. Is your digital presence consistently delivering your core brand messages?

6

Content Creation

13. Do you have a content strategy?
14. Do you create consistent, quality content that connects with your audience?

7

Marketing Plan

15. Do you have a marketing strategy or marketing plan in place?
16. Have you selected the best channels to promote your brand (online and offline)?

8

Digital Marketing

17. Do you know if your digital marketing channels are working for you?
18. Do you have an effective CRM that is kept up to date?

9

Manage & Measure

19. Do you measure the traffic on your website and social media platforms?
20. Do you have a way of measuring the effectiveness of your marketing activities?

How well did you score? Find some gaps in your answers?

To dig a bit deeper, go to pages 3-4 to expand on your answers.

To understand your answers and find out how to improve your score, contact sandy@elephantcreativdesign.com for your

Complimentary Brand Audit Session

Y = P =
N = ? =



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2. Can your customers clearly identify what your services are?

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5. Have you defined your customer journey?

6. Have you developed key communication for each brand touchpoint?

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9. Are you confident your visual identity accurately portrays your brand's quality?

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15. Do you an marketing strategy or plan in place?

16. Have you selected the best channels to promote your brand (online and offline)?

17. Are your digital marketing channels working for you?

18. Do you have an effective CRM that is kept up to date?

19. Do you measure the traffic on your website and social media platforms?

20. Do you have a way of measuring the effectiveness of your marketing activities?



Congratulations for
completing the

High Level Brand Audit.

To understand your answers and
improve your score, send your
completed results to me at

sandy@elephantcreativdesign.com

and I'll contact you to book in your

Complimentary Brand Audit Session

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