

Before you begin: branding assessment worksheet

AUDIENCES

List your target audiences and any personas you've developed:

List the location of customer testimonials or research you have on file:

INTERNAL PERCEPTIONS

List locations of any employee survey information you have on file:

List locations of any company culture materials (company values statements, culture exercises, etc) you have on file:

SOCIAL MEDIA & ONLINE EXTERNAL FACING RESOURCES

List your social media accounts or key online resources and account owners and how to get access to their data and analytics:

ANALYTICS

List any analytics software or mechanisms currently running and how to access them
(ex: Google Analytics for website, Jim has admin access):

COMPETITION

List your competitors and their website addresses, social media accounts and note the areas you believe they are outperforming you:

BRAND RESOURCES

Do you have brand guidelines developed for your company? YES NO

List the last time they were updated and where they are located:

List any additional brand guidance available and where to find it:

List your primary brand items (ex: logo, sales brochure, website, business cards, etc) and where physical or electronic versions of your brand items can be found: