

Inconsistency is
a brand's biggest
adversary.



5 steps

for determining if there's inconsistency afoot.

Often times, it's not until you kick off a brand audit that you realize just how many different brand touchpoints there are and how many different people are communicating on behalf of your brand. Going through a brand audit allows you to engage your internal teams to identify how they interpret and represent your brand.

SEE HOW YOUR BRAND STACKS UP—FOLLOW THESE STEPS:

Step 1: Create a comprehensive list of all your touchpoints and gather examples, where appropriate.

Think of all the ways people come in contact with your brand and the experiences your organization provides—product or service.

- Static touchpoints. Think collateral or packaging.
- Interactive touchpoints. Think of your website and social media.
- Paid touchpoints. Think advertising or sponsorships.
- People touchpoints. Think of your receptionist or even call center.
- Don't forget internal touchpoints—like company meetings.

Depending on the size of your company, you may want to engage stakeholders from different departments or teams in your organization to help.



Step 2: Identify a logical way to organize and categorize the list.

Here are some considerations:

- Customer lifecycle.
- Department or team that develops the communications.
- List the internal group(s) responsible for each touchpoint and/or the functions that produce each touchpoint.
- Identify the common groups/functions across touchpoints.

Step 3: Assess the experience your company delivers at each touchpoint.

Put a cross-functional team of leaders and frontline employees together to evaluate:

- Do the touchpoints share a consistent look & feel and tone & voice, and do they articulate your value proposition?
- What purpose do they serve? Are they delivering on that purpose?
- Is there any overlap? Could any communications be streamlined into fewer, more impactful touchpoints?

During this step, you may want to engage with a strategic partner to help provide objectivity and carry you through steps four and five.



Step 4: Conduct research to dive deeper into the impression your brand has on employees and the public.

- Survey, interview and/or conduct focus groups. Consider polling employees, partners, potential referral sources, clients and the general public.
- Research what the press and analysts are saying about you.
- Use a social listening tool to find out what people are saying about you online.

Step 5: Determine what you need to continue doing, stop doing and start doing.

Identify the top 5-10 touchpoints that your organization should either refine or create and prioritize these.

Consider the degree of change and the cost implications. Changing a name or a logo has a significant domino effect on all your brand assets.

Whereas changing your message to better speak to your value proposition, or cleaning up design files so you have consistent imagery, are less costly.



Be unforgettable.

Need help?

We've guided companies large and small through everything from brand audits to social media temperature checks to logo and website refreshes and total identity facelifts. Get in touch today for help determining your company's unique needs.

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