

# The Brand Hack Project



Life Improvement Media Group



## PART 1: Brand Audit Worksheet

Welcome and thank you for utilizing the Brand Hack Project audit worksheet!  
This is the first major step in creating the next level success for your brand!

In the following worksheet, we'll discuss brand essentials, marketing strategy, content strategy, analytics and provide you with a 30-day action plan. Follow the directions in each section as a guide for your own marketing tools and tactics. After completing this worksheet, you'll have all the essentials you need to create or modify an existing brand. After all, there's no place like the top!

### Brand Essentials: the minimum elements you need to establish your brand.

Successful businesses can be traced back to the inception of their brands. Regardless of size, any business **MUST** have a strong brand to succeed. Below are the essential elements you must consider within your brand to create the proper image.

► Circle which brand essential icons you are missing!

#### Mission Statement

What are you doing today to take you to where you want to go tomorrow?



#### Vision Statement

How will you inspire, motivate and stimulate creativity within your organization?



#### Logo

What illustration best visually represents your business?



#### Color Scheme

Every color reflects an emotion. What about your business?



#### Business Culture

How the total summation of your branding represents you and your company.



#### Audience

Who, What, Where, When, Why, How behind consumer behavior and expectations.



#### Marketing Materials

All print and digital representations of you / your business.



#### Planning

Defining and reverse engineering your goals.



Notes: \_\_\_\_\_



**Take-away:** Hopefully, this first exercise was beneficial and highlighted areas of your brand that may need improvement. Brands are not built overnight. Be patient and work hard to nurture your brand to its full potential. Next, we focus on how to market your brand.

# Audience Development: know thy customer.



Consistency: moving forward regularly means your audience will expect your content regularly. Do not disappoint them!



Your Message: you must keep your voice the same across your content or you risk losing your audience!

1. What do customers expect from your content in 2018?

2. Where do your customers spend their time?

3. When do your customers communicate?

4. How do your customers communicate?

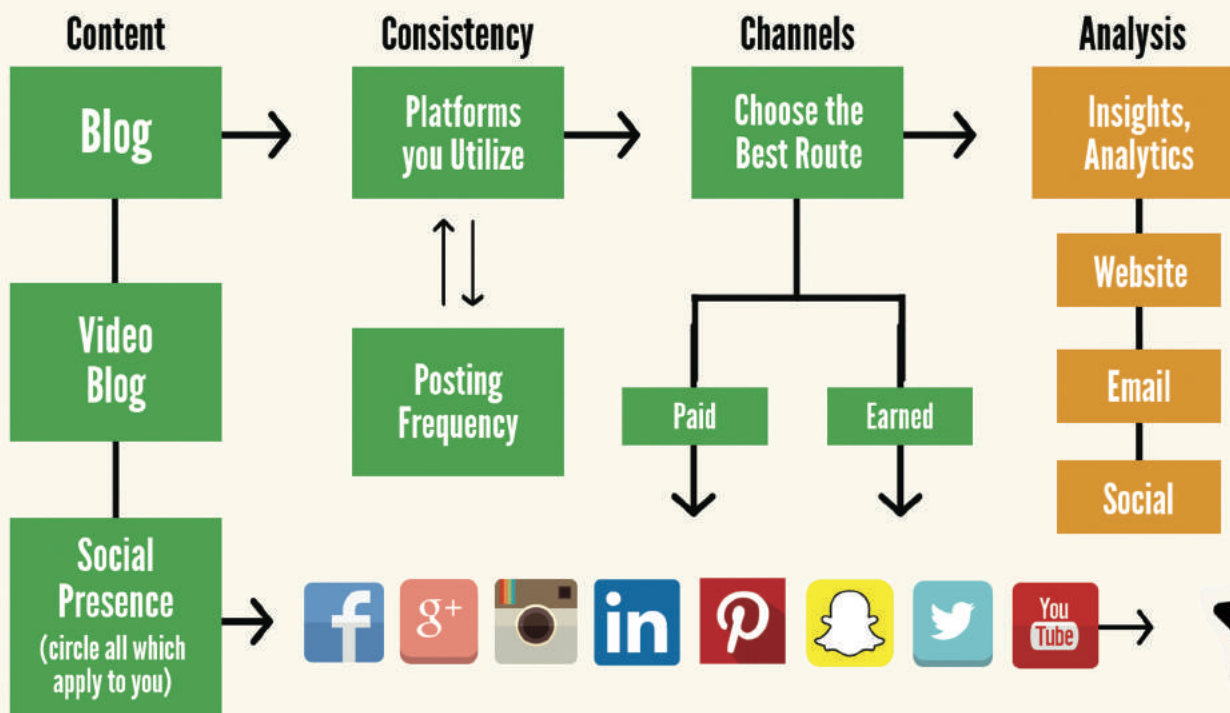
5. Which type of content resonates with your customers?



Take-away: 1. Understand your target demographic. 2. Learn how, when, and where they communicate. 3. Use the most powerful method of communication. 4. Execute!

# Marketing Strategy: a plan of action based on the 4 pillars of marketing.

With your brand developed, you must learn how to market it. Determining your audience and their consumption method is integral for success. This section will help you see marketing from a bird's eye view and understand how it applies to your entire strategy.



2017	Facebook	Google+	Instagram	LinkedIn	Pinterest	Snapchat	Twitter	YouTube
Demo Age	18-49	18-34	14-35	30-64	18-64	14-24	18-29	18-49
Majority Sex	female	male	female	male	female	female	male	male
Monthly Users	1.9 billion	27 million	600 million	106 million	317 million	150 million DAILY	317 million	1 billion
Posts	2	3	2	1	5	1-7 (story)	3	N/A

Please note: the above social media chart reflects 2017 statistics.



## Content

- A blog is the primary way to post content to your website for Google to rank you organically.
- A video blog is another main measurable metric for your website to be searchable by Google.
- Not every platform is necessary! Each platform has its own unique audience so choose wisely.
- YouTube is more of a content creator than a platform; share from YouTube to other platforms.

## Consistency

- Content and consistency go hand-in-hand to deliver your message and achieve your goals.
- Frequency falls under consistency (above in green are average number of daily posts per platform).

## Channels

- Social reviews are as important as post frequency! How many stars should your business have? ←
- Consider which few social media platforms are best for your business and your time.
- With every available marketing channel, you have the option to pay for or earn online traffic.
- Understand: social media is not THE strategy; it is ONE channel to help implement your full strategy.

## Analysis

- Planning will get you moving fast, but only by measuring available data will you go far!
- Make sure you set small, obtainable goals and achieve them by re-adjusting your analytics.



*Take-away: All 4 elements above are critical! Set aside time in your monthly schedule to post, evaluate and improve based on your data.*

Between the audience research and marketing, many trials and rounds of testing will take place. You'll be fine-tuning your approach, which can be a tough process. NB: each step is progress toward closed business.



The entire Life Improvement Media Group team is here to assist you along your branding and marketing journey. Feel free to contact us!



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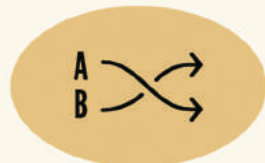
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## Analytics: data provided to fuel your growth.

Various types of analytics exist for each platform below. Outlined are the most critical data points to examine and test.

### Website

- Page views
- Demographics
- Actions
- Devices
- Opt-ins



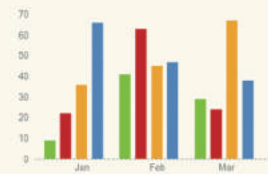
### Email

- Open rates
- Click rates
- Opt-outs
- Campaigns
- Conversions



### Social

- Demographics
- Impressions
- Engagements
- Devices
- Peak times



*Take-away: Disregard the finite details. When you treat analytics with a high-level perspective, you'll obtain a realistic idea of how your audience consumes content.*

# BRAND AUDIT: Your 30-Day Action Plan

Our goal is to leave you with an achievable plan of action for your business within 30 days. Let's break down your next 30 days of action!

▶ Open your calendar and schedule your 30 days now!

## Days 1-10: Brand Cohesion (User Experience)

	Due Date	Completed
1. Ensure brand cohesion in logo, fonts, colors, themes.	_____	<input type="checkbox"/>
2. Ensure brand cohesion in tone, voice and narration.	_____	<input type="checkbox"/>
3. Ensure brand cohesion in all calls-to-action.	_____	<input type="checkbox"/>
4. Ensure your message is fluid across all mediums. <i>(desktop, tablet, mobile, print)</i>	_____	<input type="checkbox"/>

## Days 11-16: Audience Development


	Due Date	Completed
5. Define—in detail—your target audience by age, sex, income, attention, method of communication.	_____	<input type="checkbox"/>
6. Document your customer profiles.	_____	<input type="checkbox"/>

## Days 17-30: Marketing Strategy & Analytics

	Due Date	Completed
7. Research the social platforms best suited for you. <i>(Facebook* and 1 additional medium your audience uses).</i>	_____	<input type="checkbox"/>
8. Generate content around your business.	_____	<input type="checkbox"/>
9. Post/schedule content on a consistent basis.	_____	<input type="checkbox"/>
10. Setup and install analytics for your website.	_____	<input type="checkbox"/>
11. Familiarize yourself with Facebook's "Insights" tool.	_____	<input type="checkbox"/>
12. Familiarize yourself with "Insights" tool of 2nd platform.	_____	<input type="checkbox"/>
13. Reflect with analyses; tweak areas of improvement. <i>*(Facebook is essential - the new digital Yellow Pages, highly searchable)</i>	_____	<input type="checkbox"/>

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## PART 2: Instruction Guide



### Initial Steps: Your Brand's Essentials

*In order to improve or create your brand's presence, familiar yourself with the below list. All these steps should be applied to your business and/or brand. The order doesn't matter as they all comprise the foundation.*



The key to success in any situation is setting small attainable goals: S.M.A.R.T. goals are **Specific, Measurable, Achievable, Results-oriented, and Time-bound**. There are common metrics that should be set and met in regards to branding. Your goals should come from your **BUSINESS PLAN**.

A mission statement sets up the company's direction and guides employees along their path. Mission statements are designed for the public eye to remind the staff why they're in business.



Regarding your logo, you want to find a skilled designer. Be sure to avoid low-cost alternatives—do it right the first time with proper colors, font, sizing, symbology representative of your business. You'll need to secure the original design files for the future for several reasons. Any changes to be made, the growth of the company, or a fresher look are a few common examples.

An experienced designer should understand the psychology of color and how it should best represent your business. Brands seek certain colors to be in sync with the emotions behind those colors.

Creating a business plan is critical. Businesses don't grow without a solid foundation called a business plan. A mentor or experienced business consultant will be able to assist you with a business plan.



An inspiring vision statement is a rich description of the desired outcome that empowers your staff. It's what they'll see through your eyes—a clear mental picture of what the business will be in the future.

# Initial Steps: Your Audience Development

Now is the time to do your research, which will take some time. Be smart and budget your time for it. Learn the facts about your audience. The more specific you are, the better.

» *Many facets of audience development, research and marketing tend to overlap.\*\*\**



## 1 Audience Profile: answer the 6 major questions below in detail.

- Where do your consumers spend their time?
- How and where do your consumers communicate?
- Where is your consumers' attention spent?
- What do your consumers expect from you in 2018? If so, what? If not, do you have an action plan?

## 3 Channels: Follow Their Attention

Take notice anywhere your potential customers communicate on **social media, blogs, and influencers' content.**

If there are many varied places your audience hangs out, incorporate them into your marketing strategy—only not all at once. Pick one arena and market to them. Try others to maximize your efforts.



## 2 Unique Sales Proposition (USP): a reason for your customers to buy from you.

Create incentives and promotions that will engage them. How would you best complete the follow sentence? **"My customers will turn to me because my business is the only one to ..."**

You can have multiple USPs at once to draw people to your business. For example, run an internet sale promo while also having a promo for being a returning customer.

Have a way to track your incentives and gauge your overall marketing against their performance.

## 4 \*\*\*Campaign Development

This 4th, major and often overlooked step is what can bring in or deter returning customers. Keep them updated with your business, with content and new offerings via a **newsletter or regular email campaign.** Sending weekly or bi-weekly emails keeps you on top of their minds.

# Initial Steps: Your Marketing Strategy

At this point, you understand what places are best to meet your audience. It's time to build the marketing strategy and let it rip! Many marketing channels will compose the campaign.



**Marketing Campaign** A marketing campaign is comprised of multiple channels, both online and offline, combined in a sequence or independent.

**Marketing Channel** A marketing channel is a platform used or specific way to market your product or service.

## Reverse Engineer Your Sales and Marketing Timeline



» Start with the end in mind of your sales cycle: **WHAT IS YOUR END GOAL?** Write it down!

» Work backwards to determine what steps will be included. Having appropriate time between intervals allows for fluidity.

# Initial Steps: Your Marketing Strategy (Cont'd)

## Earned Media vs. Owned Media vs. Paid Media



### Earned Media (sharing)

- Mentions
- Likes
- Shares
- Reposts
- Reviews
- Testimonials

### Owned Media

(intellectual property)

- Blog
- Website
- Portfolio
- Images
- Videos
- Social channels

### Paid Media

(advertising)

- Lead generation
- PPC (pay-per-click)
- Social ads
- Influencer marketing
- Retargeting
- Sales funnels



SEO (Search Engine Optimization) is a tool within marketing that can be both earned and paid. Using organic SEO on your own will boost your ranking, while paid add more power to your content on the back end.



Both paid media and earned media are equally important to utilize. One can help boost the other and vice versa. Think of them as steps on a stair master. Hypothetically, if the earned media is the left step and paid is the right, stepping up on paid media could boost earned media past what you're expecting.

## Stages Of A Successful Campaign

### 1 Budget & Overall Development

Here, you will construct your marketing budget -- a monthly or yearly number encompassing everything needed and specifically devoted to gaining exposure for your business. With everything broken down, you'll know whether or not you can afford your current plan. If not, downgrade parts to fit and focus on scaling up later on.

**Time is a factor.**  
Add in the time it'll take you to create your content.

**PRO TIP:** Use Numbers or Excel to keep a running tally of marketing services and monthly cost.

### 2 Platform Creation

For platforms and other types of media you don't already own, it's time to create them.

Do you have all the tools for those platforms as well? For example, if you're going to make a video blog aka vlog, do you have the right filming equipment and editing software? Every single thing you need should be tallied in your budget.

**PRO TIP:** Use Numbers or Excel to keep a running tally of your usernames, passwords, secret questions and answers as well as any pin numbers.

# Initial Steps: Your Marketing Strategy (Cont'd)

## 3 Scheduling

The scheduling stage is where a CRM (client relationship manager) will prove extremely useful. Platforms like PipeDrive, InfusionSoft or Hubspot will turn entire sequences of tasks into a handful of clicks.

If you don't have a CRM, read our 2-part blog on [LifeImprovementMedia.com](http://LifeImprovementMedia.com) or use the platforms you have manually until you grow.

## 5 Data Gathering

Now is where an analytics tool will prove extremely useful. If you don't have one, research to find the best one for your business.

The sooner you turn on analytics, the sooner you'll have data to analyze to fine-tune your marketing strategy as a whole.

## 4 Beta Testing

Run through the campaign yourself and with a few beta testers to ensure complete outside engagement. Check and double check all links, email sequences, images. Tighten up anything and everything you can.

**PRO TIP:** Use tools like a private browsing session (Incognito window) to ensure no caching issues prevent your campaign from being properly tested.

## 6 Set Your Calendar

Although playing the waiting game is difficult, you will need to endure the wait.

**90 days minimum** should elapse for you to obtain enough data to analyze.

# Initial Steps: Your Analytics Agenda

The analytics portion of your campaign is a mixture of monitoring your ongoing processes and investigating the details of your analytics. It's important to watch and not change any major processes until your 90-day window is up.

Website | Tablet | Mobile



Analytics on each platform should be examined separately. Functionality on each device could be different based on the UI/UX of the platform. Menus, spacing, design, and flow are unique. (i.e. People's eyes may jump around on a tablet more than a phone; a desktop may have too much animation to keep people there, while a mobile version could be smoother, sleeker and convert more people).



Baseline + 1st Month = GO TIME!

One month **AFTER** your initial 90 days, pick a platform and gauge your latest data. You're comparing Day 90 to Day 120.

- Take notice of everything: the positive and negative and the neutral changes.
- Add, remove or change content and your strategy accordingly. Follow the engagement.
- Repeat tasks for each platform on a monthly basis.

**If you ever need help, we're here!**



Feel free to contact us! 866-930-9937

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