



Hi - THANKS FOR
DOWNLOADING THIS GUIDE.
LET ME KNOW IF I
CAN BE OF HELP TO YOU.
BEST, DAVID

Your brand is what others say about your organization when you're not in the room.

Brands don't come from a marketing agency; they are formed at every touchpoint with a customer.

Because brands are living things, they require constant attention. That's why we created this quick guide for you on improving your brand strength.

Brand Health Guide



BRAND BASICS



1. **Winning Aspiration:** Have you clearly defined the purpose of your organization, and does it motivate others to join the brand?
2. **Positioning:** Can you precisely describe what you offer and to whom, why your product matters, and how it differs from existing alternatives?
3. **Ideal Customer Profile:** Do you understand who your ideal customers are, the jobs they need to be done, and how they buy.
4. **Buyer-Focused Value Proposition:** Does it define value from the buyer's point of view?
5. **Sticky Messaging:** Is it simple, unexpected, concrete, credible, and emotional?

BRAND EXPERIENCE - WEBSITE

1. **Design:** First impressions are formed in 0.05 seconds. Does your homepage prime visitors to stay and explore?
2. **Loading Speed:** Does your webpage load in 3 seconds or less?
3. **Optimized for Mobile:** Does your site look good and work well on phones and tablets?
4. **Buying Journey:** Is your website designed to attract prospects, educate them, and convert them?
5. **Content Updates:** Are you regularly updating your website with new content?



BRAND EXPERIENCE – SOCIAL MEDIA

1. **Profile Optimization:** Do your social media profiles appear as extensions of your website's home page?
2. **Content Strategy:** Does your strategy define content pillars, brand voice, hashtags, and posting frequency?
3. **Engagement Plan:** Do you engage with people who post comments on your posts?
4. **Conversion:** Do you have a strategy to convert social media followers to subscribe to your email list?
5. **Listen, Analyze & Refine:** Do you have a plan for listening to customer feedback, analyzing your content performance, and refining your messaging?



LOOKING FOR MARKETING STRATEGY HELP?

As a trusted marketing advisor, I help my clients define a clear and actionable growth strategy for their business.

My clients are growth-minded leaders who seek advice from a fractional Chief Marketing Officer with expertise in sustainable growth.

Let's arrange a discovery call to discuss your vision and how I can help you get there.

David LaCombe
Fractional CMO

