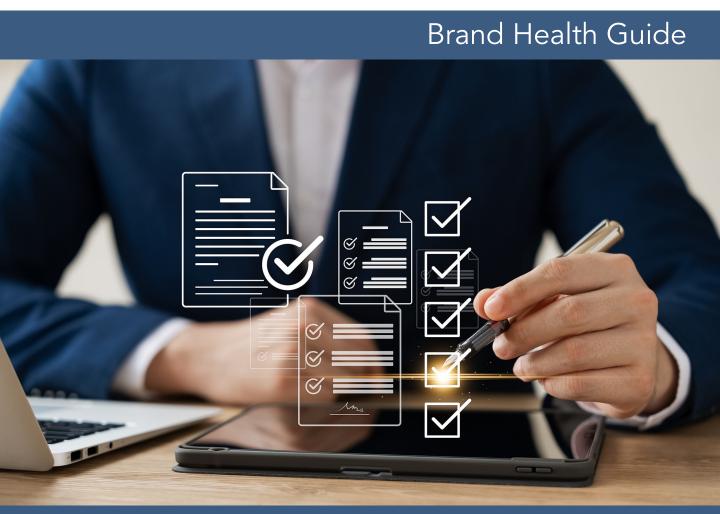


HI - THANKS FOR DOWNLOADING THIS GUIDE. LET ME KNOW IF I CAN BE OF HELP TO YOU. BEST, DAVID

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



- Winning Aspiration: Have you clearly defined the purpose of your organization, and does it motivate others to join the brand?
- 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?



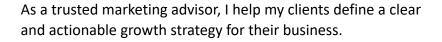
# Brand Health Guide

#### 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?



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

