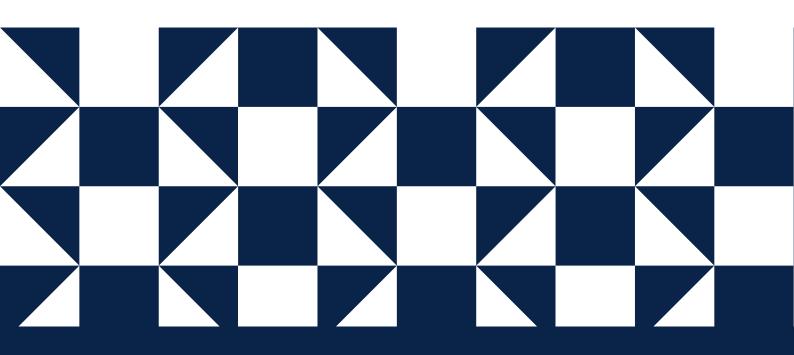
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BRAND AUDIT CHECKLIST



Brand Audit Checklist

Conducting a brand audit is essential to evaluate your brand's current performance and identify areas for improvement. Use this checklist to ensure you're covering all aspects of your brand:

1. Brand Identity Assessment

- Logo: Does your logo reflect your brand's values and identity?
- Color Palette: Are your brand colors consistent across all platforms?
- Typography: Is the font style on-brand and easy to read?
- **Visual Style:** Are your images and design elements cohesive and aligned with your brand personality?

2. Brand Messaging & Positioning

- **Brand Voice:** Is your brand's voice consistent and aligned with your target audience's expectations?
- Messaging Consistency: Are key brand messages (taglines, slogans, value propositions) consistent across all channels?
- Unique Value Proposition (UVP): Does your brand clearly communicate its unique benefits?
- **Brand Positioning:** Does your brand stand out in the marketplace? Are you clearly differentiated from competitors?

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3. Target Audience & Market Research

- Target Audience: Are you clear on who your ideal customers are?
- **Buyer Personas:** Are you using well-defined buyer personas to guide your strategy?
- Customer Needs & Pain Points: Do you understand the needs and challenges of your audience?
- Customer Feedback: Are you actively collecting feedback from your audience (e.g., surveys, reviews)?

4. Brand Consistency Across Channels

- **Website:** Is your website aligned with your brand's identity and messaging? Does it provide a seamless experience?
- **Social Media:** Are your social media profiles visually aligned with your brand? Is your messaging consistent across platforms?
- **Email Marketing:** Are your emails reflecting your brand's voice and style? Are they visually consistent with your other materials?
- Offline Materials: Are your physical materials (e.g., brochures, business cards) aligned with your digital brand?

5. Brand Experience & Customer Touchpoints

- **Customer Journey:** Does your brand provide a cohesive experience at every stage of the customer journey?
- **Customer Service**: Is your customer service reflecting your brand values? Are responses timely and on-brand?
- Online Reviews: Are you actively managing your online reputation? Are there consistent positive reviews about your brand?

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6. Competitive Analysis

- Competitor Brands: How does your brand compare to competitors in terms of messaging, identity, and positioning?
- Market Trends: Are you keeping up with current market trends and adjusting your brand strategy accordingly?
- Brand Differentiation: What makes your brand unique compared to competitors, and how clearly is that communicated?

7. Performance Metrics & KPIs

- **Brand Awareness:** Are you tracking your brand awareness? Are people recognizing and recalling your brand?
- **Engagement:** Are your audiences engaging with your content on social media, website, and other platforms?
- Sales Performance: Are your sales aligned with brand growth goals?
- **Customer Loyalty:** Are you tracking customer retention and satisfaction? Are people returning to your brand?

Next Steps:

- Identify any gaps or areas for improvement.
- Set clear goals for your brand's development.
- Prioritize actions to align your brand with your business objectives.

Ready for a deeper dive into your brand's performance? Schedule a brand audit consultation with our experts today!

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