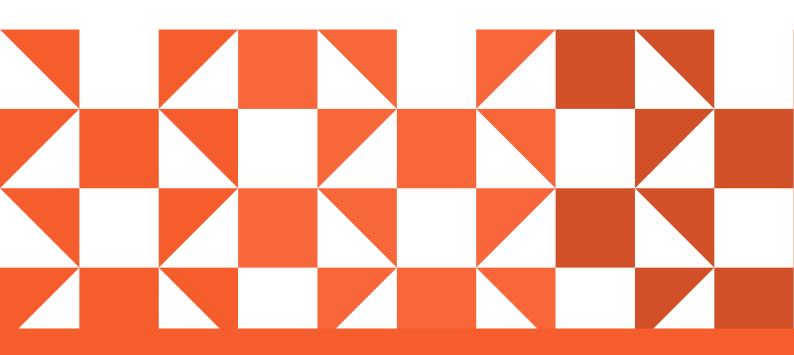
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BRAND VALUES
CHECKLIST



Brand Values Checklist

Your brand's values are the foundation of its identity, influencing every aspect of your business—from your culture to your customer interactions. Use this checklist to ensure that your brand values are well-defined, aligned with your business goals, and communicated consistently.

1. Identify Core Values

- **Define your brand's core values:** What are the key principles that guide your company? Think about what's most important to your business and how you want to be perceived by your audience.
- Align values with your purpose: Ensure that your brand's values reflect the mission and purpose of your business.
- Create a list of 3-5 core values: Keep them clear and simple, focusing on what truly matters to your brand.

2. Understand Your Target Audience

- Know what your audience values: Research what your customers care about, such as sustainability, innovation, or quality. Align your brand values with your customers' beliefs to create a stronger emotional connection.
- **Evaluate customer feedback:** Gather insights from reviews, surveys, and social media to understand how your customers perceive your brand's values.

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3. Ensure Consistency Across Channels

- Integrate values into your messaging: Make sure that your brand values are reflected in your website copy, social media posts, ads, and customer communications.
- Check consistency in visual identity: Ensure your brand's visual elements (colors, logos, etc.) align with your brand values. For example, a company valuing eco-friendliness should use natural, earthy tones in their branding.

4. Internal Alignment

- Communicate values internally: Ensure that your team understands your brand's values and is aligned with them. Your employees should represent these values in every customer interaction.
- Incorporate values into company culture: Embed these values
 into your company's daily operations and decision-making
 process. Values should be a guiding force in every aspect of your
 business.

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5. Evaluate Brand Impact

- Assess how well your values resonate with customers: Do your customers connect with your brand values? Monitor engagement and feedback to see if your brand values are being recognized and embraced.
- Ensure values inspire loyalty: Strong, well-defined brand values
 help build customer trust and loyalty. Make sure your audience
 feels that your values align with their own.

6. Review and Adjust Over Time

- **Revisit your values periodically:** As your business grows, your values might evolve. Regularly assess whether your core values still align with your goals and audience.
- Adapt to changes in the market: Consider shifting your values if your business is entering new markets or your target audience's preferences change.

This checklist is a tool to ensure your brand values are well-defined, authentic, and effectively communicated both internally and externally. Clear brand values help create a meaningful connection with your audience, building trust and loyalty over time.

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