

DEVELOP AND MANAGE YOUR BRAND

The following actions will help you to audit and re-energise your branding efforts. You are welcome to contact us on 1300 791 600 for further ideas and support in this area.

| Action | Outcome | Person Responsible (Make sure you involve others, if possible) | To be done by (Date of next BGR Direct webinar, if possible) |
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| <p>Analyse Your Brand: Prepare a written report that analyses your brand. Answer these questions 'yes' or 'no' and add any further information that will help you get a clear and complete picture of your brand's strengths and weaknesses.</p> <p>When you're doing this remember that your brand is not just your name and/or logo. It's what people think about your business when they see a communication from your company or hear the name in conversation.</p> <ul style="list-style-type: none"> a. Does it tell people what you do? b. Is it memorable? c. Does it represent your company's positioning? d. Does it reflect what your customers think of you? e. Is it easily pronounced? f. Is it easy to read? g. Does it have any negative connotations? h. Is it too restrictive? i. Does it represent where you want to be? | <p>You will identify any weaknesses in your brand and can develop strategies to improve your brand's strength by correcting these weaknesses.</p> | <p>You, your team and SYB</p> | |

DEVELOP AND MANAGE YOUR BRAND (CONTINUED)

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| <p>Build Your Brand:</p> <ul style="list-style-type: none"> Review your website, advertising, signage, stationery, packaging and all other communications to see if you are building your brand. Check to ensure that your brand is used prominently and consistently. Is it used everywhere it can be used? Is it used in such a way that it stands out? Begin using your brand wherever you identify gaps, such as uniforms and motor vehicles that might not currently carry your brand. (Refer to the Brand Score Sheet for some possible ways to build your brand such as using the brand in all product/service names.) | <p>Your brand will be used consistently and comprehensively. This will build your brand and increase its strength in the marketplace.</p> | <p>You, your team and SYB</p> | |
| <p>Prepare a written policy document about your brand and give it to each member of your team:</p> <ul style="list-style-type: none"> Tell them about the history of the business, what your brand stands for, and guidelines on how it should be used. Communicate to your team a clear understanding of the brand. Incorporate it into any induction materials for new team members. Appoint a 'Brand Champion' who will have responsibility for ensuring the brand is used correctly and as prominently as possible with maximum exposure in all your company's activities. | <p>Your team will be onside and help you in marketing your brand. They will share your vision of the brand and can better relate their role in the business to the overall objectives of your enterprise.</p> | <p>You, your team and SYB</p> | |

DEVELOP AND MANAGE YOUR BRAND (CONTINUED)

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| <p>Measure your brand’s performance by establishing categories of measurement for your brand that can be related to your company’s financial performance and the investment you make in your brand.</p> <p>For example, brand recognition is largely a factor of the money you invest in promotion. A growth in your promotions expenditure should also correlate with metrics that show a growth in sales revenues since the more you spend on promotions, the more you should be selling.</p> <p>How your customers feel about you and your brand is closely related to your standards of customer service and the quality of the products you sell. If your customers feel good about your business it will also be reflected in a growth in sales revenues.</p> <p>Create a spreadsheet for tracking your brand’s performance and develop a means of obtaining metrics for each category. Some of these metrics will be obtained from research activities, others will be obtained from your company’s financial figures.</p> | <p>You will be able to monitor and measure your brand’s performance and relate this to the financial strength of your business.</p> | <p>You, your team and SYB</p> | |
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