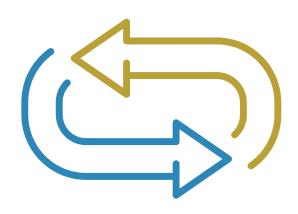
#### **BRAND MANAGEMENT**

## REVIEW, REPORT, AND REFRESH

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

Jeff Bezos



### REVIEW, REPORT, REFRESH

#### 7 Reasons Why Brands Fail

- Not Being Authentic
- Breaking The Brand Promise
- Losing Connection With The Customer
- Lacking Differentiation
- Misaligned Company Culture
- Confusing Brand Architecture
- Remaining Stagnant

#### 5 Warning Signs a Brand is in Trouble

#### Warning Sign #1

The brand does not understand their purpose, vision, mission, or values. Therefore, their marketing and brand strategy decisions don't reflect them.

#### Warning Sign #2

A Brand develops marketing campaigns and advertisements and just hope they will work. If there is not a plan, strategy, and guidelines in place, the marketing efforts could be a waste of time and money.

Note	es:		

	Notes:	
Warning Sign #3		
Team members are disengaged, disinterested, and failing at their roles. A brand needs a well thought out brand strategy to unify the team.		
Warning Sign #4		
There is not cohesive brand messaging or visual identity. Therefore, the content is inconsistent and contradictory, leading to customer confusion.		
Warning Sign #5		
The brand is not clearly articulated. Without a well positioned and differentiated brand, it will be unable to stand out in the crowded marketplace.		
8 Reasons to Complete a Brand Audit		
1. Analyze the Performance of Your Brand		
2. Discover Your Strengths and Weaknesses		
3. Align With the Expectations of Your Customers		
4. Re-evaluate Your Position in the Competitive Marketplace		
5. Find New Opportunities		
6. Update Your Brand's Visual Identity		
7. Re-engage Team Members		
8. Establish New Goals and Expand Your Brand's Vision.		

Big Ideas:	Notes:



Text Me: **830-250-5370** 

Email Me: chris@BrandsByChris.com

# Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

#### What to Expect:

#### **Comprehensive Brand Evaluation:**

I'll assess your current brand and business strategy.

#### **Tailored Solutions:**

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

#### **Expert Guidance:**

Receive personalized advice and actionable steps to enhance your brand's performance.



**BrandsByChris.com**