



Free Brand Audit Checklist

Description

Did you know that your customers' first impressions of your brand create expectations of the quality and value of the products and services you offer? On top of that, it affects how they feel when using your products and services.

Determining your brand and its meaning is essential to providing customers with a unified experience.

A brand audit is a comprehensive assessment of a company's brand and how its customers and stakeholders perceive it. It involves evaluating various elements of the brand, such as the company's mission and values, its branding and marketing materials, and the customer experience, to determine its overall strength and effectiveness.

Conducting a brand audit is important for any company that wants to ensure that it effectively communicates its brand values and message to its customers and stakeholders. By evaluating the various touchpoints where customers interact with the brand, a company can identify any inconsistencies or weaknesses in its branding and marketing efforts and take steps to address them.

Use this free brand audit checklist to evaluate your current efforts and determine if any of your

touchpoints are outdated or not a great fit for your brand. Otherwise, the unchecked elements on your checklist serve as a starting point as you go through your brand transformation.



How to Use?

Step 1: To prepare, download and print our checklist.

Step 2: As a team, evaluate your current touchpoints/efforts, and note them down.

Step 3: Share key learnings with the rest of the team.

Step 4: Brainstorm ideas for improving your current touchpoints/efforts.

Step 5: Work on improving your current touchpoints/efforts, or engage a trusted partner to help you.