



# BRAND REFRESH CHECKLIST

## Is it time for a brand refresh?

It's easy to take a "set and forget" approach to your marketing materials, especially when you've expended time and energy to create all that collateral in the first place. Stale content, however, may not be sending the message you want to send. That's why it's important to regularly audit your marketing materials.

This handy checklist will help you determine what's working and what needs to be updated (or eliminated).

Gather samples of all your printed collateral. As you examine each, ask yourself the following questions. These are designed to help you take an impartial and critical look at each of your marketing materials to determine which need to be revamped.



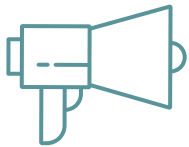
### VISUAL IMAGERY

- Y  N Does this piece use your current logo, icons, and colors?
- Y  N Will the photos in this piece appeal to our target consumer?
- Y  N Are the visuals on this piece up-of-date?
- Y  N Does this piece coordinate with our website and other online presence?
- Y  N Is the font easy to read and consistent with our brand?



### BASIC CONTENT

- Y  N Does this piece include our contact information and location?
- Y  N Does this piece include web address and our social media information?
- Y  N Is this the most effective format for this content?



### MARKETING CONTENT

- Y  N Does this piece speak to our ideal customer(s)?
- Y  N Is our value proposition represented?
- Y  N Is our marketing message clearly articulated?
- Y  N Is this piece on-trend for our market or industry?
- Y  N Does this piece reflect post-pandemic changes to our business?
- Y  N Is there a clear call-to-action on this piece?

## What should you do if you answered no to those questions?

If you find that you have more "no" answers than "yes" answers, it's probably time to revitalize your marketing collateral. You're ready to start planning your brand refresh.

Survey your stakeholders (sales team, marketers, management, customer service, etc.) and ask them for their "wish list" of collateral. Determine what worked in the past. What CTAs generated the most response?

Identify trends in your market. Are their seasonal activities you can incorporate in your collateral?

Survey your industry to see what your competitors are doing.

Finally, look for ways to connect with buyers with verbiage and images that represent them.

## Need help with your rebrand?

Contact us for a free consultation.

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