



# D.I.Y. Brand Audit

There is More to Your Brand  
Than Your Logo

# D.I.Y. Brand Audit

Many times people believe that once they have a logo their brand is done. That's not the case! It's important to understand that a logo is only one element of your brand.

This DIY guide will provide you with a great set of questions you should ask yourself or your team, and tips to help you determine your brand and goals for your company.

Grab your pen and notepad and let's dive right in!

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## Who Are We?

This is your Mission Statement. You and everyone on your team should be able to recite this.

This way there is never any confusion on what your company can do for a consumer or client.

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## Strengths & Weaknesses

What are the 3 greatest strengths and 3 weaknesses of your brand?

This could also be of your company. We all can't pretend that we aren't weak in some way. This will help determine your perspective of your company and what your passions are.

# 3

## Opportunities for Growth

You should be constantly developing new goals.

Think where you would like to be 3 to 6 to 12 months down the road. Some examples for goals are: increase revenue by 20% in 12 months, specialize in a new niche for our buyers, or increase lead to customer conversion by 50% in 6 months.

[Read more about setting SMART goals.](#)

“Successful companies set goals. Without them, they have no defined purpose and nothing to strive for; consequently, they stagnate and struggle for meaningful accomplishments.”

**Matt McKay,**  
**Demand Media**

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## Keywords

What keywords would people search to find our organization, products, or services?

Think of common terms that the everyday person will use in a Google search to find your company. Start creating a list of 10-15 keywords for each service or product you provide. This list will grow as time goes on.

# 5

## Buyer Personas

Think target markets.

Pick your 3 best, most recent customers or clients and create bullet points of a background story including:

Make sure your entire team gets to know who these fictional personas are and why they'd work with your brand.

- ✓ Who they are
- ✓ What they do
- ✓ Where they hang out
- ✓ Why your product or service matters to them

# 6

## What Makes Us Different?

Why are you worthy of attention over your competition?

At Impulse Creative we call ourselves Wayfinders because we help businesses navigate their growth journey. The word and our philosophy are worthy of attention. We explain why we love doing what we do instead of saying what we love doing.

# 7

## How Do We Express Our Differentiation?

This is the bulk of your branding.

How do you show your differentiation in words, images, or actions? It's important to always be visually consistent with the colors, fonts, and graphic elements. This helps create an emotional connection with your customers or clients.

“Imagination without vision, is like a brand with no passion”

**Jaco Snoek, MSC**

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## Sustainable Advantage?

What are ways other than price will you be able to compete with your competition?

Price is too easy for your competition to beat you out at. It's a race to the bottom, and no one wins. A good example of a sustainable advantage could be that all of your products are locally sourced. Or your entire office has eliminated single-use plastics!

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## Value We Provide to Our Audience?

Examples of good value you can provide would be expertise, resources, guidance and different tools.

This is where marketing comes into play. You should communicate your knowledge to build trust with your Buyer Personas.

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## Innovate Our Industry Forward?

How are you a leader in your industry?

Are you a leader at a local, national, or worldwide level? How do you back up this statement? Expressing your passion for your business will put trust in your consumer or client that you are an industry leader or working to become one.

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## What Makes People Buy from Us?

How does your company build acquisition?

Once you have accomplished all of the previous steps your Buyer Personas will have grown trust with your company and ultimately make them want to buy from you.

In the end you need to know what makes your Buyer Personas happy.

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## What Keeps Them Coming Back?

How to maintain acquisition and build retention.

Aiming to delight your client with your service resources and product value. This will help spread the reputation of your amazing company and provide more leads.



# About Impulse Creative

## We Are Wayfinders

Wayfinding: All of the ways in which people orient themselves and navigate from place to place.

You know where you want to go. We're the compass to help you navigate there, and make your brand's mark on the digital marketing map.

We could call ourselves a "marketing agency", a "digital agency," or a "branding agency," but we're more than that. Because we don't provide services without results. We believe that good marketing is a long-term journey together, toward a clearly defined goal.

When you're ready to put social media to work for your business, we're here to help. From social media strategy to content creation, our inbound marketers help businesses of all sizes grow better.

[SET UP A BRANDING WORKSHOP](#)

