



The
BRAND AUDIT
CHECKLIST



SIMPLY SIANNE

the BRAND AUDIT CHECKLIST

HEY, FRIEND!

I get it, you feel like your branding is all over the place, and it's not attracting your ideal client.

You spend time looking at other websites and social media profiles wishing you were able to create a cohesive and consistent brand. One that makes your ideal client feel like you are talking directly to them.

I HEAR YOU.

Lucky for you, I know exactly what it takes to create a brand that tells your story, talks directly to your ideal client and grows your business.

After 8 years of doing just that for large companies, I decided to take those same strategies and serve those who truly need it. Creative small business owners, just like YOU.

FIRST THINGS FIRST

To create a consistent and cohesive brand presence all of your touchpoints, both verbal and non-verbal, should share your brand message consistently.

In building a strong brand presence customers need to be able to easily recognize you. You also need to quickly build the know, like, and trust factor to get them to convert. In order to do this you need to have a clear, concise brand statement that you can use.

Your brand image and message should be the same or very similar across all of your touchpoints. Making it easy for a customer, follower, or potential client to recognize you no matter the platform.



- *Sianne*

A TEA LOVING MARKETING
+ BRANDING STRATEGIST



YOUR VOICE

Make sure the words you're using in your social media captions are similar to the words you're using on your website, in your emails, and on your discovery calls or product page!

Having a consistent voice and tone is just as important as the visuals you use to create a consistent brand presence.

For instance, if you use "hey, girl!" on your social media captions, I should see that same type of friendly, casual tone used on your website, in your email marketing, and in your communication with clients.

YOUR VISUALS

Create consistent visuals by selecting brand colors that align with your target audience and are used in your photos and graphics.

Other than identifying and consistently using your brand fonts, colors and patterns, it's important to also use imagery that has a consistent look. Whether it's using stock photos or taking your own and applying the same filter to all your images, this will help create a cohesive brand presence.

YOUR MESSAGE

Also known as your mission or purpose, your brand message should be clearly stated on all of your touchpoints. This lets potential customers know exactly what you do right away. You want them to know what you do within 3-5 seconds of landing on your website or social media platforms.

CREATE A CONSISTENT BRAND PRESENCE ON ALL OF YOUR TOUCHPOINTS

ON YOUR SOCIAL MEDIA PROFILES

- Use the same headshot or logo ^{on} **as** your social media profile picture across all of your platforms including Facebook, Instagram, Twitter, YouTube, Pinterest, SnapChat or any other platform you use to connect with your audience
- Create and add your brand message to all of your social media bios
- Use and create consistent visuals for your brand by applying the same filter on all of your photos or using stock imagery (pro tip - find stock imagery that matches your brand, have brand photos taken, and use your own photos to create a cohesive but authentic look)
- Write your captions to match your brand and voice, so there aren't any disconnects when your potential client is engaging with you on social media and when they head to your website to learn more

ON YOUR WEBSITE

- Add your brand message to your website's ^{home} **home**, this let's potential customers know they've landed in the right place
- Include the same image you're using for your social media profile picture somewhere on your website
- Make sure your website copy is written in the same voice and tone you are using on social media - this helps build a consistent brand presence and builds the know, like, and trust factor

CREATE A CONSISTENT BRAND PRESENCE ON ALL OF YOUR TOUCHPOINTS

IN YOUR EMAILS

- Use the same voice and tone in your marketing emails and client communication emails as you have on your website and social media posts
- Continue to use your brand fonts, colors, and imagery that aligns with your brand's aesthetic in your email marketing
- Add the same headshot you are using for your social media profile picture in your email signature
- Also add social media icons in your brand colors or pattern to your email signature to create a consistent and cohesive look

CREATE A CONSISTENT BRAND PRESENCE

with a brand style guide you can easily reference

get the template



MISTAKES TO AVOID

MISTAKE #1

NOT KNOWING WHO YOUR TARGET AUDIENCE IS

Before you can create a consistent brand that talks directly to your ideal client, you first need to know who they are. You need to know what they like, what they don't, what their fears and frustrations are, and where they spend their time (both online and IRL) *- in real life*

This eliminates the question of which platform you should be on, and let's you focus your efforts where they are hanging out.

MISTAKE #2

NOT HAVING A CONSISTENT NAME ACROSS ALL OF YOUR PLATFORMS

To create consistency and brand recognition having the same name on all of your platforms takes the guesswork out of potential customers finding you online. If possible, use the same exact name on your domain, social handles, and email address. Avoid having an @gmail.com address and build the know, like, trust factor with a branded email address.

PRO TIP: USE NAMECHECKR.COM

MISTAKE #3

FOCUSING YOUR BRAND SOLEY ON YOU

Your brand should definitely be a reflection of you, BUT most people forget the point of their brand - it's to serve your clients. Your brand is about you, but as a secondary, your client should be the primary.

Make sure that your branding works to attract your ideal client and talks directly to their wants, needs, fears, and desires. Don't just focus on what you do and what you sell.

RECO: READ Strong Brand



MAIN PAGE

THE SHOP

ON THE BLOG

I'm Sianne, a tea-loving marketing and branding strategist.

Not too long ago I ran a marketing department for large companies.

After feeling helpless in my corporate marketing job - constant roadblocks, red tape and political bs, I craved freedom to create, help, and serve those who truly needed it - creative small business owners.

I was faced with making a decision of continuing to feel helpless or to chart my own path.

After deciding I was meant for more,

I knew I could make a real impact on others and pursue a life of passion and freedom.

Freedom to create, help, and serve those who truly needed it.

Today I help creative entrepreneurs gain clarity in their brand messaging so they can speak directly to their target audience and grow their business using the same strategies I used for the large companies.

I'm so excited to help you gain clarity, master your branding, and market your business like the girl boss you are!

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LTA

~~get to know me~~

let's be
friends