

TAKE THE BRANDING HEALTH CHECK QUIZ



It is important to be honest with your answers

• 1 Does your business have all the customers/clients you need?

1. No, currently well below the number required
2. Could do with acquiring more
3. The business is at about 3/4 potential and could do with making more revenue
4. The business has enough clients, but would like to make more revenue from them
5. The business is brim full and flourishing. Can't take on any more clients and is making good revenue

• 2 Does the business have a clear USP (Unique Selling Point) or 'Special Service' that your customers or clients easily identify with?

1. Not really
2. The business has one but customers/clients need reminding of it
3. Customers /clients know about the specialism and are clear about what it offers
4. The business has a clear specialism or USP that is regularly promoted
5. The specialism or USP is embedded and runs through all marketing materials and is what the business is known for

• 3 Is ALL your marketing material clearly connected (printed and digital) so that prospects/customers/clients can quickly and easily recognise it comes from you?

1. Only some
2. Important business documents are clearly visually branded
3. Logos and colour branding appear on everything printed
4. Logos and colour branding appear on ALL marketing materials of any type and special service or USP is included/promoted on some items
5. All marketing material is clearly connected with the special service or USP that the business offers at the forefront

• 4 Roughly estimated, what do you spend on marketing in terms of yor annual turnover? (printing digital and any other forms)

1. Between 20-25%
2. Between 15-20%
3. Less than 7%
4. 10-15%.
5. 7-10%%

• 5 In the last two years have you tried to introduce any new products or services for your business?

1. No
2. Yes, but with little or no success
3. Yes, with some success
4. Yes - successfully - notable increase in revenue
5. Yes, hugely successful and still increasing the business revenue

BRANDING HEALTH CHECK RESULTS

So, how does your business shape up?

From each score of 1-5 there is a maximum of 25 points to be had.

The results will give you some idea of where your business currently sits regarding overall effective brand strength

Above 20 (80% or higher)

Your business has a strong brand that runs through its heart and influences most of what it does. Clients, customers and future prospects will recognise this. Regular tweaks and keeping on top of updates may be all that is needed.

15 - 20 (60% - 80%)

You are probably not in a bad place but there is room for improvement.

These improvements to strengthen and grow your brand will be important moving forward.

10 - 15 (40% - 60%)

Although your clients and prospects know who you are it looks like there is scope to increase revenue by doing more. Is your advertising budget realistic? Are you getting the most from it? Probably not.

There may be more product or service-related things you could introduce for very little extra cost. I can certainly help you with all these pain points.

5 - 10 (20% - 40%)

There is a lot you should be doing to improve your brand strength and give your business the presence it both deserves and needs.

Whether you are spending too much on ineffective advertising or not enough on stuff that could really help you, I can move you towards getting some real value back into the business. We should talk now.

0 - 5 (5% - 20%)

Hmm. Call me.