

FIRST IMPRESSION TECH INSPECTION

✓ CHECKLIST ✓



EFFECTIVE MESSAGING?

✓	Advertising cliché / “white noise” audit: how much copycat/cliché “advertising talk” is at play in the messaging?
✓	What is exceptional (original, unique, relatable) about the message?
✓	Copy audit: website text, social posts, ad scripts, email newsletters, etc. - Does it look and sound like how <i>you</i> would speak, or what you think it’s supposed to say?
✓	What’s the “Sales offer” (call-to-action) ratio vs. offering interaction, engagement, story sharing and adding value?
✓	How similar does the messaging look and feel to others?
✓	If I’m the customer, do I feel the message is about me, or the advertiser?
✓	How consistently is the messaging feeding and building the brand story?
✓	How up-to-date are all the channels & platforms associated with this brand? (i.e., do you say you’re on Facebook with tumbleweeds blowing through your feed?)
✓	How social is our media? How well are we engaging and interacting?

NO SCHEDULE MAN BRAND MEDIA

BRAND STORY & ALIGNMENT

✓	What's the brand story? What do we want coming immediately into people's minds and hearts when they're exposed to our brand?
✓	What are the brand's look, feel, colours, characteristics, emotions, values?
✓	What does this brand <i>stand for</i> ?
✓	How consistent is the look, feel and message across all platforms?
✓	How does the brand stand out from others in the category?
✓	What is this business and brand really selling?

CREATIVE CONTENT & DISTRIBUTION ENGINE

✓	Is there original content that has been created and is <u>working for</u> this brand?
✓	What content is being created and/or curated to feed the brand? (i.e., video, photo, social posts, blogs, DM, books, articles, speaking, etc.)
✓	What media are being used to feed the brand? (i.e., radio, TV, sponsorship, events, print, outdoor, etc)
✓	What social platforms are being used and what is the primary purpose of each?
✓	Is content and communication being strategically pre-scheduled or done completely "on the fly?"
✓	Is content being created that is "evergreen" and "multi-purpose?"

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STRATEGY, STRUCTURE & MEASUREMENT

✓	What benchmarks are we measuring against? (i.e, what's the "Reverse ROI?" or what does "more business" or "increased sales" mean?)
✓	What level and length of strategy and structure are in place?
✓	How and when will the strategy be measured and adjusted? How often? By whom?
✓	What elements are a part of the initial strategy, and for how long? At what point will other opportunities be considered?
✓	What's been in done in the past? How has it worked? What's changed?

GROWING, SCALING & SUSTAINING

✓	Is this leveraging traditional media to build, capture and connect with its own audience?
✓	Is this brand building more relationships or transactions?
✓	What time and money-saving tools are in place (or could be put in place) to support the growth the brand?
✓	Is there a strategy in place that is set up for the opportunity to scale and grow?
✓	What is being done to empower employees, agents or reps to build their own individual brands to help and add value to the company as a whole?
✓	Is this brand in position to be building new streams of revenue?

These are some of the main areas we'll be looking at to audit and adjust (if necessary) the strength and effectiveness of your brand story and strategy. Each point (and several others besides) is worth its own discussion. So let's discuss it!

I look forward to collaborating and co-creating with you.

- Kevin Bulmer (aka, "No Schedule Man")