

BREMER RIVER DIGITAL MARKETING

HOW TO COMPLETE A BRAND AUDIT

A FREE RESOURCE FOR BUSINESS

LEAH RYAN

23RD MAY 2023, 1ST EDITION

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**MEET
YOUR
MARKETING
UNICORN**

A LETTER TO BUSINESS OWNERS

Dear Business Owner,

Running a business can sometimes feel like a solitary journey. As a business owner, you shoulder a myriad of responsibilities, often juggling several tasks at once. This path can be incredibly rewarding, yet also challenging.

At BRD Marketing, we understand the unique pressures and potential isolation that can come with steering a business. And we firmly believe that no business owner should have to go through this journey alone. That's why we're excited to announce our new collection of free resources designed explicitly for small businesses.

We have poured our experience and expertise into crafting comprehensive guides, informative blogs, and actionable checklists that will assist you in navigating various aspects of your business—from branding strategies to optimising your digital presence, and so much more.

These resources, available on our website, aim to equip you with the knowledge to make informed decisions, identify opportunities, and ultimately steer your business towards growth and success. Consider these resources as a reliable friend providing you with advice and support whenever you need it.

Beyond these resources, partnering with a local agency like BRD Marketing can further extend your support system. We're not just a service provider—we're your strategic collaborator, your local ally, and a team genuinely invested in your business success.

So, if you're ready to shed the solitude and embark on a shared journey towards success, let's connect. We are here to discuss your aspirations, to understand your challenges, and to explore how our local, ethical, and sustainable marketing services can support your growth.

In the meantime, we invite you to browse our new collection of free downloadable resources on our website. They're our gift to you—a way of saying that you're not alone in this journey.

Thank you for considering BRD Marketing as your local partner. We look forward to the possibility of working with you.

Warm Regards,

Leah Ryan
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1

A FREE RESOURCE FOR BUSINESS **BRAND STRATEGY AUDIT**

The first step in our brand audit process is the Brand Strategy Audit. This step is essential in ascertaining the core essence of your brand—your mission, vision, and values. This is when you take the time to thoroughly comprehend your brand's purpose and what it aspires to achieve. Furthermore, you assess your brand's unique standing in the market through its positioning and unique value proposition. For the Brand Strategy Audit, gather all pertinent brand-related documents including your mission statement, brand positioning statement, and brand guidelines. Assess their relevancy and make necessary adjustments. The Brand Strategy Audit is all about ensuring the core of your brand is robust and geared towards your business success.

- UNDERSTAND YOUR BRAND'S MISSION, VISION, AND VALUES.
- REVIEW YOUR BRAND POSITIONING AND UNIQUE VALUE PROPOSITION.
- EVALUATE WHETHER YOUR BRAND STRATEGY ALIGNS WITH YOUR BUSINESS GOALS.

Instruction: Gather all brand-related documents including your mission statement, brand positioning statement, and brand guidelines. Evaluate if they are still relevant and adjust as necessary.



2

A FREE RESOURCE FOR BUSINESS **BRAND IDENTITY AUDIT**

The second step in our brand audit process is the Brand Identity Audit. This phase focuses on your brand's visual and verbal identity. A meticulous review of your logo, color scheme, typography, imagery, and other visual elements is undertaken to ensure they consistently and accurately represent your brand's personality. The Brand Identity Audit, it's crucial to gather all your brand identity materials, which encompass physical assets such as business cards and brochures, and digital assets such as your website and social media profiles. The objective here is to ensure all elements echo your brand's identity and collectively present a coherent, captivating image to your audience. The Brand Identity Audit is about harmonising your brand's voice and look to create a memorable and engaging brand experience.

- REVIEW YOUR LOGO, COLOR SCHEME, TYPOGRAPHY, IMAGERY, AND OTHER VISUAL ELEMENTS.
- EVALUATE YOUR BRAND VOICE AND MESSAGING CONSISTENCY ACROSS DIFFERENT PLATFORMS.

Instruction: Collect all your brand identity materials and ensure they are consistent and accurately represent your brand. This includes business cards, brochures, websites, and social media profiles.



3

A FREE RESOURCE FOR BUSINESS **WEBSITE AUDIT**

The Website Audit forms a vital part of our brand audit process. It's during this phase that we take a thorough look at whether your website's design and content cohesively align with your brand identity. To conduct a Website Audit, we recommend visiting your website with a fresh perspective, akin to that of a new customer. Pay close attention to the design elements, messaging tone, and overall user experience. Are there any inconsistencies or areas that could be improved? This exercise is about ensuring your website effectively represents your brand and provides an experience that is not only satisfying but memorable for your users. Remember, your website often serves as the first point of contact for potential customers - so it's paramount that it leaves a positive, lasting impression.

- CHECK IF YOUR WEBSITE DESIGN AND CONTENT ALIGN WITH YOUR BRAND IDENTITY.
- REVIEW THE USER EXPERIENCE AND FUNCTIONALITY OF YOUR WEBSITE.

Instruction: Visit your website as if you were a customer and note any inconsistencies in the design, messaging, or user experience.



4

A FREE RESOURCE FOR BUSINESS **SOCIAL MEDIA AUDIT**

The Social Media Audit is a key step in maintaining a robust and consistent brand image. This process involves examining your brand's presence across all social media platforms to ensure uniformity and cohesion. Check if your logos, bio, imagery, and tone of voice are consistent with your brand identity, and if they effectively convey your brand's unique value proposition. It's also essential to review engagement levels and feedback from your audience - this allows us to assess the effectiveness of your content strategy and to gain insights into what resonates with your followers. To carry out a Social Media Audit, we recommend systematically reviewing each platform where your brand has a presence. Examine the profile pictures, bios, post quality and consistency, and user engagement. Remember, it's not only about what you post, but also how your audience interacts with your content. Feedback from your audience is invaluable and can provide the insights you need to refine your social media strategy and enhance brand perception.

- CHECK THE CONSISTENCY OF YOUR BRAND ACROSS ALL SOCIAL MEDIA CHANNELS.
- REVIEW THE ENGAGEMENT LEVELS AND FEEDBACK FROM YOUR AUDIENCE.

Instruction: Review each social media platform your brand is active on. Look at profile pictures, bios, posts, and user engagement.



A FREE RESOURCE FOR BUSINESS **CONTENT AUDIT**

A Content Audit is a comprehensive review of all the content you've generated for your brand - including blog posts, videos, podcasts, and any other form of content you use to connect with your audience. The purpose of a Content Audit is to ensure your content maintains a consistent brand voice, aligns with your overall brand identity, and continues to be relevant and effective in engaging your audience. During the audit, it's important to assess each piece of content for consistency in tone, style, and messaging. Additionally, the effectiveness and relevance of your content need to be evaluated. This means considering whether your content still accurately reflects your brand, whether it continues to engage your target audience, and whether it effectively drives your desired call to action. To conduct a Content Audit, start by gathering all your content assets. Look closely at the messaging, tone, style, and the way your brand is portrayed. Pay special attention to feedback from your audience - comments, shares, and likes can give you insights into which content pieces are most effective and why. This audit will help you understand which aspects of your content strategy are working well and where adjustments might be needed to enhance your brand's impact and reach.

- CHECK ALL BLOG POSTS, VIDEOS, PODCASTS, AND OTHER CONTENT PIECES FOR BRAND CONSISTENCY.
- EVALUATE THE EFFECTIVENESS AND RELEVANCE OF YOUR CONTENT.

Instruction: Review your content strategy and all content assets. Check the consistency and relevance of each content piece to your brand identity and strategy.



A FREE RESOURCE FOR BUSINESS **COMPETITOR ANALYSIS**

Competitor Analysis is a strategic exercise that allows you to assess who your main business competitors are and understand their branding strategies. It involves identifying key competitors in your niche or industry, studying their brand aesthetics, messaging, and content strategy, and determining how your own brand stacks up in comparison. The aim is to glean insights from their branding successes and failures to inform your own brand decisions, thereby positioning your business more competitively in the marketplace. Conducting a Competitor Analysis begins with making a list of your primary competitors. After identifying these businesses, delve into their branding - look at their logos, color schemes, tone of voice, the type of content they produce, their online presence, and any other aspect of their brand. As you review these elements, take note of what seems to work for them and what doesn't. Then, compare these findings with your own brand's strengths and weaknesses. Understanding your brand in relation to your competitors can help you spot opportunities for differentiation and growth, and ultimately, enable your brand to stand out more effectively in your industry.

- IDENTIFY YOUR KEY COMPETITORS AND THEIR BRAND STRATEGIES.
- COMPARE YOUR BRAND'S STRENGTHS AND WEAKNESSES AGAINST YOUR COMPETITORS.

Instruction: Make a list of your main competitors and analyze their branding, including their visual identity, messaging, and content strategy.



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A FREE RESOURCE FOR BUSINESS

CUSTOMER PERCEPTION AUDIT

Customer Perception Audit provides an invaluable lens to view your brand as your customers see it. It involves collecting feedback from your customers to understand their perception of your brand and gauge how well your brand aligns with their expectations. Customer perception plays a crucial role in shaping the success of your brand, as it directly impacts their purchasing decisions and loyalty towards your business. The process of a Customer Perception Audit often involves conducting surveys, interviews, or focus groups that facilitate a clear understanding of your customers' viewpoint. As you gather this feedback, you can discern the strengths of your brand, as well as areas that need improvement. This might include refining your messaging, modifying your visuals, or even revamping your entire brand strategy based on customer preferences.

- GATHER FEEDBACK FROM CUSTOMERS ABOUT THEIR PERCEPTION OF YOUR BRAND.
- UNDERSTAND HOW WELL YOUR BRAND IS MEETING CUSTOMER EXPECTATIONS.

Instruction: Conduct surveys, interviews, or focus groups to gather customer feedback about your brand. This can provide valuable insights into your brand's strengths and areas for improvement.



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