



A good **branding & marketing strategy** is built on having a number of **aligned assets** which are used by multiple people across your business.

This is a great checklist to identify the gaps you need to fill and understand if you have assets that people don't know how to use.

Which of these do you have or do?	Y/N	Who owns or created them (dept or role)	Who actually uses them (list all roles or functions eg sales, mktg, HR, training, finance, exec team, cust service)	Does the CEO/MD and senior team use the same or different
1. A list of the 2-3 main problems we solve for all our customers				
2. A clear definition of the niche audience we serve				
3. An 'elevator pitch' about the business – who we are and what we do for the customer				
4. The same phrases and images used across our marketing, sales and HR materials				
5. A standard email signature and voicemail for all departments				
6. One way of describing what the company does on everyone's LinkedIn profiles				
7. A written value proposition based on the benefits we deliver to our customers				
8. A Vision, Mission or Purpose Statement				
9. Brand Values and Guidelines				
10. Employee Values or Behaviours				
11. Shared sales and marketing targets				

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12. A sales & marketing funnel with clear cues of who does what and when handover happens				
13. A map of the main customer journey and who in our organisation does what, when to facilitate it				
14. A marketing plan and calendar				
15. 3-5 productised service bundles that solve specific and different client problems				
16. Standard document templates that everyone can use (word, excel, powerpoint, email etc)				
17. Set topics that employees are encouraged to comment freely about on social media				
18. Quarterly reports on the impact of our marketing activity				
19. Company KPIs that everyone reviews together				
20. URLs for your company name				

How to use this checklist:

- Print out the sheet
- Say Yes or No for which you have or don't
- Say who created it – some might be owned by sales, or marketing, or HR or the CEO etc
- Then ask around and see who actually uses it and how
- Finally, do you know whether the CEO or Exec team use it, or do they do their own thing (eg does the CEO use the same pitch as everyone else when asked what do you do?)

Why you need to use this checklist:

Your marketing strategy and campaigns will have more impact and better results if they are all talking to a defined audience, with the same story. In turn, when a customer contacts you if all employees in your organisation can reinforce that message if they know how they contribute to the overall customer experience and use aligned materials.

This becomes important once you get close to 10 or more employees. It's no longer possible for everyone to be involved in everything or for the CEO to be the glue that holds it together.

Marketing needs to start to play the role of the 'orchestrator'. Our programmes and courses are designed to help you do that! Visit brandsymphonymarketing.com for more details.

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