



Bite-Size Branding Checklist

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Starters: First Things First

- Research your market
- Research your competitors
- Position your brand
- Hone your message
- Give your brand a name
- Choose brand colors
- Design logo
- Craft tag line

Solidify Your Brand

Consistency is key. Your brand and marketing messages need to be consistent and visible across everything you do in your business. Remember – you're both branding your business as a whole and also your products within that business.

Emails

- From field – your emails should be from you and/or your brand
- Signature – with your brand information
- Subject line – use your brand name where possible

Logo

Use your logo in all your marketing communications and publications including

- Business cards
- Website
- Ebooks
- Videos
- Checklists
- Mindmaps

- Resource sheets
- Emails
- Proposals
- Brochures

Tag Line

Use your tag line widely to support your logo and help people to remember what your brand stands for.

Brand Colors

Use your brand colors to solidify your branding and help your followers to easily identify your work. Use brand colors in the designs for ebooks, in video thirds, business cards and everywhere that you are using your logo.

Snap Up Your Name

Reserve your business name everywhere that you can. That includes on Facebook, LinkedIn, Twitter, Pinterest and other popular social media sites.

You can check whether your brand name is available at <http://checkusernames.com/>.

Snap up your brand name even if you think that you won't be active on a particular site. You may revisit that decision as your business develops, and even if you remain inactive, you will be protecting your brand from use by a competitor or simply a business in another area with the same name.

At a minimum, snap up your brand name at the following sites:

LinkedIn
Facebook
Twitter
Pinterest
Tumblr.

Keep track of up-and-coming social media sites and grab your name as soon as you can at all them.

Stay Alert

Keep track of where your brand name appears online. Use a service such as <https://www.google.com/alerts> to monitor how your brand appears on line and what's being said about it.

Follow up both good mentions and those which are less favorable. Most people only deal with the ones which may cause negative feedback but the positive mentions are opportunities to build stronger foundations for your brand.