

# Brand Audit

Can you tell if your brand is due for an overhaul?

**brandtree**

design  
digital  
strategy

 07 4035 8700

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# What is a brand audit?

A brand audit is a review and diagnosis of anything and everything your business touches: things like company website, signage, sales presentations, or trade show materials.

## **PERFORMING A BRAND AUDIT**

If you've been in business for several years, you may be surprised at the clues your past marketing efforts can provide for carving out your future brand.

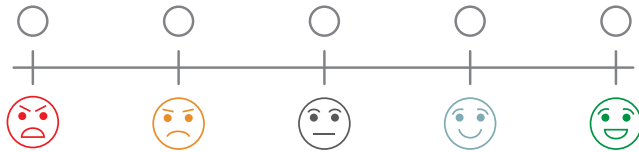
Who should perform the brand audit? Every business is different, so there is no one-size-fits-all approach. Regardless of whether you assemble an in-house team or hire an outside consultant or agency, you need one very important thing: honest objectivity.

# Logo and brand values

Your logo is a visual representation of your brand. It creates recognition and helps clients remember their experiences and associations with your brand.

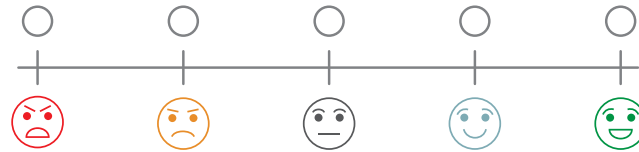
## HOW DO YOU RATE YOUR LOGO?

Let us know how you feel about your logo as it currently stands within your business.



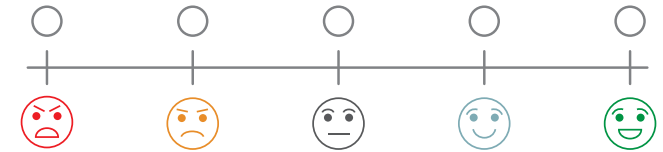
## HOW RECOGNISABLE ARE YOU?

Do your clients know who you are instantly by seeing your logo, regardless of its use?



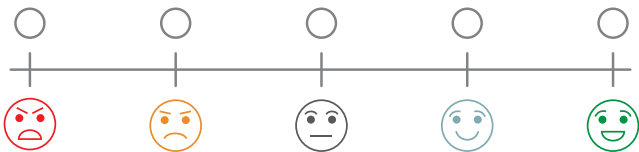
## HOW HAPPY ARE YOU WITH YOUR CURRENT BRAND?

Let us know how you feel about brand as a whole.



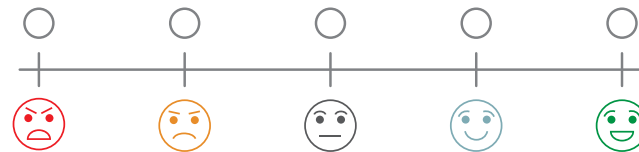
## HOW MUCH CONTROL DO YOU HAVE OVER YOUR BRAND?

Do you have access to your logo files and do you know the exact colour codes used?



## HOW SUITABLE IS YOUR LOGO FOR DIGITAL USE?

Is your logo designed for small screens



## WHERE DO YOU SEE YOUR LOGO IN 12 MONTHS?

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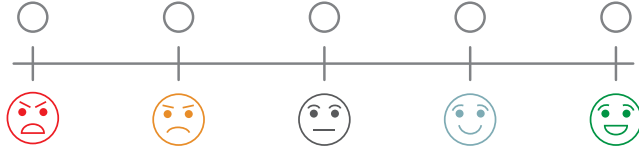
# Social media

Having a social media presence for your business is now more important than ever. You don't have to be using every platform, but you should be wherever your target market hangs out and engaging with them.

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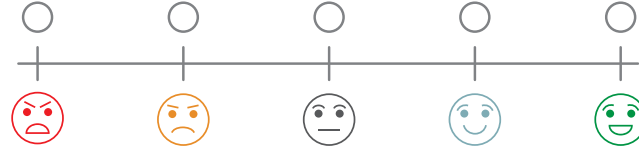
## HOW DO YOU RATE YOUR SOCIAL MEDIA PRESENCE?

Let us know how you feel about your social media presence as it currently stands within your business.



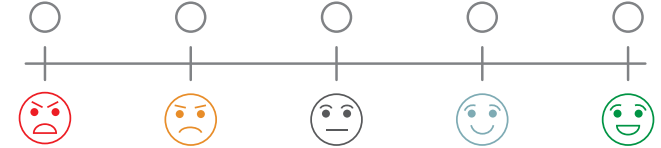
## WHAT'S YOUR KNOWLEDGE ON SOCIAL MEDIA MARKETING?

Let us know how educated you feel on marketing your business on social media.



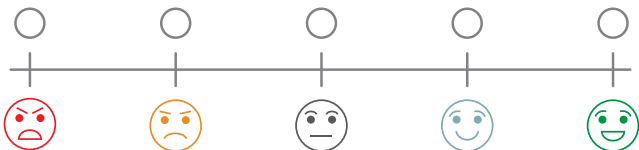
## HOW IMPORTANT DO YOU THINK SOCIAL MEDIA IS?

Let us know how you feel about marketing your business on social media.



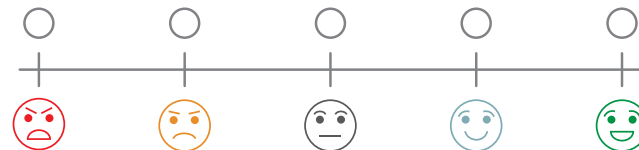
## HOW EFFECTIVE ARE YOUR CURRENT POSTS?

Are your posts getting great reach and interaction?



## HOW GOOD ARE YOU AT REACHING YOUR AUDIENCE?

Are your posts getting noticed by the right people?



## WHERE DO YOU SEE YOUR SOCIAL MEDIA IN 12 MONTHS?

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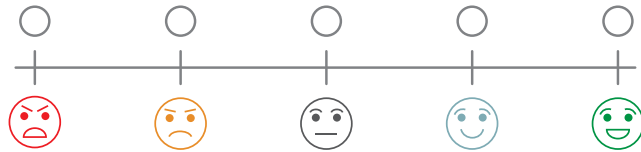
# Website and online

Your website is a salesman that never sleeps. It represents your business when you can't. Your website installs confidence and trust in your potential and future clients.

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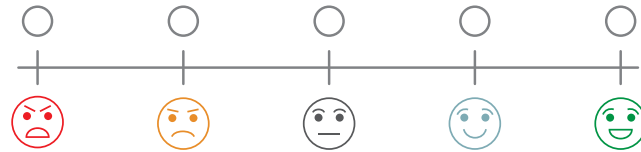
## HOW HAPPY ARE YOU WITH YOUR CURRENT WEBSITE?

Let us know how you feel about the current performance of your website.



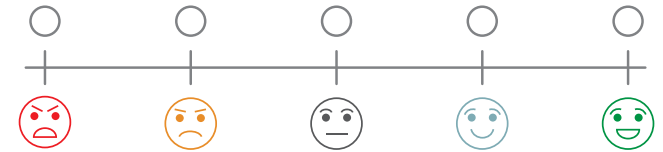
## HOW MUCH CONTROL DO YOU HAVE OVER YOUR WEBSITE?

Are you able to make updates to your website on your own in a quick and easy process?



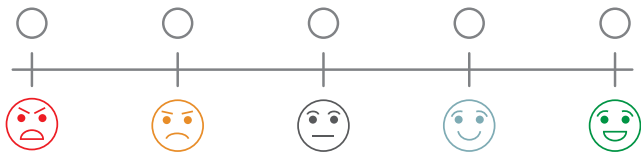
## HOW USER FRIENDLY IS YOUR WEBSITE?

Let us know how easy it is to use and navigate throughout your website.



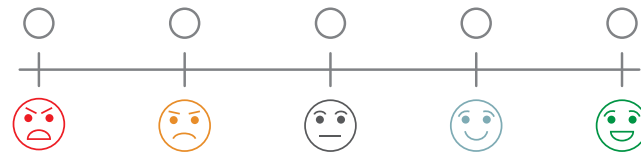
## HOW DO YOU RATE THE EXPOSURE OF YOUR WEBSITE?

Let us know how you feel about the current exposure your website is getting from new visitors.



## HOW EFFECTIVE IS YOUR WEBSITE?

Let us know how you feel about the conversion rate of visitors to customers on your website.



## WHERE DO YOU SEE YOUR WEBSITE IN 12 MONTHS?

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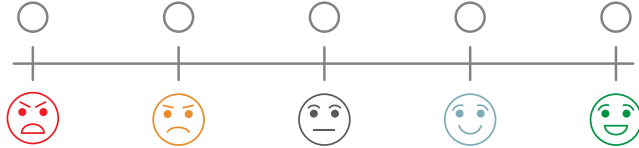
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# Your brand presence

If your logo is the face of your business, your brand presence is your personality. This ranges from public opinion, how you interact with you customers and everything in between.

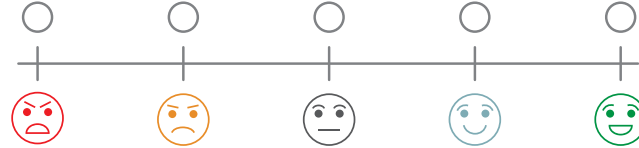
## HOW HAPPY ARE YOU WITH YOUR BRAND PRESENCE?

Let us know how you feel about your current brand presence in the market place.



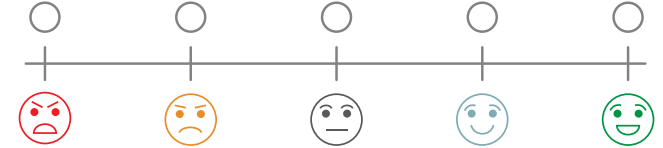
## HOW EFFECTIVE IS YOUR MARKETING STRATEGY?

Let us know how you feel about your current marketing strategy and how it is performing.



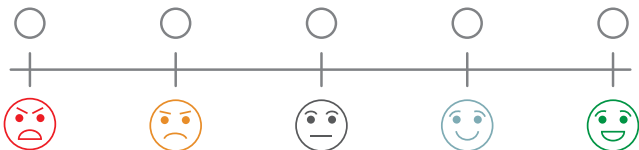
## HOW OFTEN DO YOU NETWORK FOR YOUR BUSINESS?

Let us know how you feel about your current networking status and opportunities.



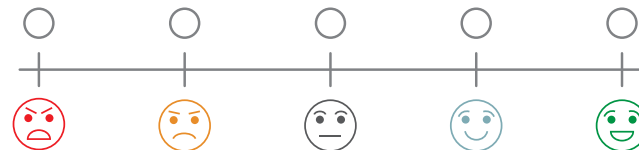
## HOW WELL DO YOU KNOW YOUR TARGET AUDIENCE?

Do you have access to your logo files and do you know the exact colour codes used?



## HOW WELL IS YOUR BRAND RECEIVED BY YOUR CLIENTS?

Is your logo designed for small screens



## WHERE DO YOU SEE YOUR BRAND IN 12 MONTHS?

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