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Ten questions of Building a Brand

Use this checklist to help you build your brand. Answering these questions is a great place to start in understanding what your brand and product is all about. ekn links provides a complete marketing service that will help you answer these questions and prepare a detailed strategy report that will help to make your brand a success. Visit us at www.eknlinks.com . We can help.

Answer the following questions:

1. How do your competitors position their brands against yours?
2. What is your competitors marketing message? How is it different from yours?
3. What marketing promise does your competitor make? Do your competitors deliver on their marketing promises?
4. What are the benefits of using your product or service vs. the competitor? How does your product or service benefit the customer?
5. Is there a marketing segment that would benefit from your brand that the competitor is not already servicing?
6. Can your brand name be pronounced and remembered easily? Does it translate well into other languages? How does it sound against the competition?
7. What is my company's overall market message? Does it make sense with the product brand message? Is your message clear and focused?
8. Do you know who your target audience is and does your message connect with them?
9. What promises does your company make during the sales process and do deliver on those promises?
10. Does your customer or clients believe you are delivering on your promises?