



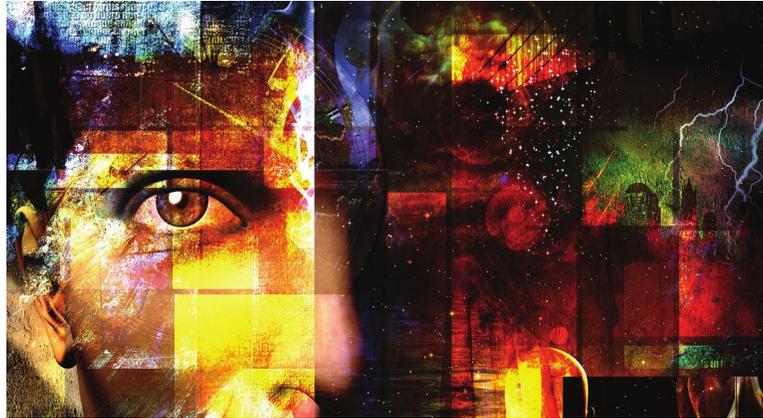
JOINT MEDIA MARKETING

# GUIDE TO BRAND DISCOVERY



A Guide To

# BRAND DISCOVERY



The brand discovery process is crucial for maximizing the long-term success of your organization. This audit evaluates the brand image, communications, consumer perception, and competition.

It gives purpose, defines personality, and delivers the promise through better branding. This process better aligns customer insights with business goals.

The result is a successful individualized strategy to accelerate growth and strengthen loyalty.

Asking the right questions will lead an organization to the answers that have a long-term, company-wide impact. Some of the right questions for your organization to ask are found in this guide.

Take the time to answer these questions thoughtfully and completely to review and reflect on where your company can improve.

## Brand Mission

What are our company's core values?

What problem do we solve for our customers?

What products or services are the most profitable?

On a scale from one to ten, how strong is our brand image?

How does our company measure success?

## Competition Analysis

Who are our three main competitors?

How is our company different from the competition?

Where do our competitors outperform us?

How does our website compare to our competitors' sites?

## Target Audience

Who is our ideal customer?

Why do they buy from us?

Do we have buyer personas established?

What challenges do our audience face when making a purchase?

On a scale from one to ten, how well do we engage our audience?

What audiences are we not reaching?

## Brand Identity

What promise do we make to our customers?

How well do we communicate our brand personality?

Does our current branding communicate the desired image?

What brands inspire us?

What can our business learn from these brands?

## Sales Process

Where does our sales process fail?

What channels do we see the best return from?

What channels are performing poorly?

Why have these channels underperformed?

How can we improve the lead generation process?

What problems can marketing automation solve for our business?

## Deeper Connections

Who are our brand advocates?

How can we strengthen current partnerships?

How can we develop more of the right partnerships?

What relationships and opportunities can grow our online presence?

## Corporate Visioning

How will our industry change over the next ten years?

How will our company adapt to these changes?

How will our brand strategy need to change to stay competitive?

What do we not know about the future of our industry?

## Conclusion

The answers to these questions offer enlightenment and guidance that can improve the relationship between your brand and consumer. Using this insight wisely will strengthen company culture and employee engagement. However, connecting this feedback to inspire successful marketing campaigns, creative advertising, and transform the sales process, is a challenge every organization faces.

Contact us today to discover the true potential of your brand through the discovery process.



JOINT MEDIA MARKETING

650 OGDEN AVE.

DOWNERS GROVE, IL 60515

630.481.6359

[SALES@JOINTMEDIAMARKETING.COM](mailto:SALES@JOINTMEDIAMARKETING.COM)

[WWW.JOINTMEDIAMARKETING.COM](http://WWW.JOINTMEDIAMARKETING.COM)