

SPRING TEST OF BRANDING



Have a **CLEAR VISION** of your **BRAND**

Does your business have a name?
(Could be your own name)

YES

NO

Do you have an slogan?

YES

NO

Are you able to explain in 30 secs what you do in a clear,
concise way and awaken the curiosity of your interlocutor?

YES

NO

Do you have a well-defined menu of products and services,
with clear prices, processes and benefits?

YES

NO

Do you know who is your ideal client?

YES

NO

Do you know their style and what they like?

YES

NO

Have you defined the mission of your business?

YES

NO

Have you well defined what makes you different
from your competitors?

YES

NO

Do you know who your competitors are?

YES

NO

Could you describe the personality of your business
with 3 adjectives?

YES

NO

Do you have a professional LOGO?

YES

NO

Do you have a defined (3-5) color palette for your visuals?

YES

NO

Do you have between 2 - 3 fonts chosen for your texts?

YES

NO

Do you have professional photos or illustrations to work with your logo?

YES

NO

Do you use visual resources created especially for your business?

YES

NO

The visuals of your business reflect your strategy?

YES

NO

Open your networks, website, business cards or whatever you have to promote your business. Do they look similar?

YES

NO

When you look at your networks. Do you think you are connecting with your target audience?

YES

NO

if we open your instagram profile, or web site. We immediately understand what's your style, your target audience and your brand personality?

YES

NO

The texts on your website, social networks, emails, catalogs, etc. Have a tone that corresponds to your brand mood?

YES

NO

what your Instagram feed looks like. Your POST, pictures and texts, are coherent with each other? day after day?

YES

NO

Do you think the way you are offering your products/services, the way you'r speaking (mood), reflects your brand personality, your brand strategy?

YES

NO

What emotions do you want to convey with your brand?

open

Do you get the clients you want?

YES

NO

LET'S MAKE SOME ACCOUNTS!

SUM THE N° OF YES...

Strategy	<input type="checkbox"/>
Visual	<input type="checkbox"/>
Consistency	<input type="checkbox"/>
Total	<input type="checkbox"/>

More than 18 YES!

Hell Yes! You have a well-built, authentic and consistent BRAND. Keep it up. If you need some social or other marketing advice, you can send me your test results to: hello@fiorellanavarro.com

I will be so happy to answer and give you my professional perspective.

Less than 18 YES!

Don't worry! You didn't pass the Branding test! But now you know exactly where to start! BRANDS are not built in a day!

I recommend you to read your negative answers carefully and look where there are some doubts.

Start with your strategy. Some of your answers may be open answers. Analyze those answers and don't hesitate to contact me for a feedback.

Write me, I am here!



Thank you

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