

Brand Health Checklist

Use this handy checklist to review your brand's health across 10 key metrics.

Differentiation

Does your brand look different from your competitors?

Check your competitor's websites and compare message, look and feel.

Reputation

Does your brand have a positive reputation?

Check review sites, do social listening, and survey customers to determine this.

NPS

Is your NPS consistent or going up?

Promoters (9-10 rating)

Passives (7-8 rating)

Detractors (0-6 rating)

$\% \text{ of Promoters} - \% \text{ Detractors} = \text{NPS}$

Relevance

Are your brand's website and message relevant to what your company currently stands for and does?

If your brand hasn't been updated in years or the company has experienced significant changes, it's important to evaluate this.

Awareness

Can customers/prospects easily explain what your business does?

Do a survey and see if there's clarity or confusion.

Purchase Intent

Do people visiting your website have purchase intent?

Evaluate the intent of search terms that your website visitors are using.

Unprompted Recall

When you say (X product or service your business offers), do people quickly mention your brand as a provider?

Do a poll or survey to find out which brands make most people's shortlist and whether yours makes the list.

Resonance

Does your brand resonate with your target audience?

Survey customers and those in your target audience to see if your values are something they care about and whether your brand's tone and feel align with them.

Share of Voice

Is your brand mentioned frequently on social media or in industry news? Is it known as a thought leader?

Use social listening to monitor this.

What was your overall score?

More than a 7/10? You're in good shape.

Or did you have trouble filling in the checklist?

Let us know, we'll be happy to help you assess your brand health.