

■ by Annie Quaile

## Brand Audits

It may seem strange to turn your focus to your brand when you're reeling from a global pandemic. But, times of crisis present the perfect opportunity to ensure you are on-point with your brand — to reinforce it and build upon it.

Your brand is an essential part of your organization's success. Regardless of the age, size or composition of your organization, a brand is important, and your organization has one, whether you realize it or not. A brand audit is necessary to ensure that you are meeting a goal of providing the customer a consistent and positive experience and that all you "say" and "do" online are also consistent. This is especially true when guests may not be able to have an in-person experience due to COVID-19.

1. Create a list of your brand attributes, your organization's core messaging strategy and your target audience. Compare it to the message you're been creating through all avenues of communication: face-to-face meetings, website, social media, marketing materials, on-hold phone message, etc. Determine how consistent your message is and if everyone within your organization is on the same page.

List the strengths and weaknesses of your organization as well as the opportunities and threats that the market provides. Your goal is to capitalize on your strengths, address your weaknesses and threats and

embrace opportunities. Then, evaluate the strength of your brand by asking yourself these five questions:

- a) Does your organization have a purpose you live up to every day?
  - b) How is your organization distinctively different from your competitors?
  - c) Does your messaging resonate with your target audience?
  - d) Does your organization consistently deliver on your brand promise?
  - e) Do you have a visual brand identity?
2. Ask your customers for their perspective of your organization. Create a list of questions that identify their first interaction with your organization through their lasting impression of their experience with your ministry, camp or conference center.
  3. Analyze your business from the customer perspective and study the customer experience in relation to the service you are providing. You will likely identify areas of success and areas of opportunity. Craft a plan to make sure all your efforts support the brand attributes, messaging and values of your business. What needs to change? What needs to be updated? This will help create and manage the consistency in the customer experience that you want. ■



Annie Quaile is a brand strategist who has spent her career as project manager, producer and marketer in the entertainment, hospitality, media and transportation fields. She has garnered her expertise in human behavior and problem-solving to create and execute strategic initiatives for start-up businesses and Fortune 500 companies. As a consultant, Annie has provided business services in a multitude of areas including brand development, logistical analysis and crisis management. She is currently a department chair for Full Sail University's entertainment business and music business Bachelor of Science programs, where she teaches strategic business management for the undergraduate business schools.



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