



BRANDING ASSESSMENT

If you viewed the YouTube Video of this audit, or not, see it here. Don't worry, even if you are in business 20 years, or 2 months, you can answer these questions!

YOU ARE YOUR BRAND!

Your tone, your approach, your style IS YOUR BRAND! You will have some ideas about these questions, and I hope they guide you into the future of YOU-R business.

LET'S GET STARTED . . .

Usually the JKM consultation is a one-hour session, and then you will have questions after we meet "OH I WISH I ASKED THIS: "insert your questions here."

>>> So I include follow up with you via email for a few days.

GOALS ASSESSMENT

- What are your goals? (Find a job, add um yeah!)
- How will you know you have accomplished you goal?
- Why was your company started in the first place and what was the motivation?
- Who is your competition? (What do they do well, What do they need to improve on, What can you do better then them?)

BRANDING AUDIT:VISUAL

- Which of these words is a better fit for your brand: Traditional or modern?

“

Making your marketing ideas come to life can feel like Mission Impossible.

But trust me, it's POSSIBLE. We can help.”

– Joanne | Joanne Kleé Marketing

#MissionPossible
Since 2005

Joanne Klee

Joanne@
joannekleemarketing.com



Our Marketing Firm Philosophy: The original idea was to create a firm of marketing experts who could service business owners on an as-needed basis. Over the years Joanne Klee's firm has evolved, but we never lost sight of our customer. Everything we do is centered on the fundamental goal of providing you with the best marketing solutions, with service excellence, and detailed project management . . . when you need it.

“

You're Fabulous at what you do!”

– Brittan,
Freelance Event
Design

“

Joanne's thought leadership and goal oriented focus is outstanding.”

– Virginia Canavan
VP Diamond
Marketing Solutions

- Which of these words is a better fit for your brand: Friendly or corporate?
- Looking at other people's branding, what logos do you like and why?

BRAND PROMISE

- How do you currently market to your referral sources? (Newsletters, emails, social media advertising, or you have no current online presence?)
- Is there a clear understanding amongst current clients and potential clients of the service offerings available? **DO THEY UNDERSTAND YOUR SERVICE?**
- What do your clients say about you? (excellent customer service, efficient, knowledgeable, . . .)
- What is the perception of your brand in the eyes of your clients? (organized, expansive service offerings, influential, clever, . . .)

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