



YOUR BRAND AUDIT

VISION | MESSAGING | IDENTITY

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INTRODUCTION



Thank you for downloading the "Audit your Brand" workbook.

I'm Ana and I run AG Casa, a strategy, branding and marketing agency for consumer brands.

We are passionate about helping brands grow and transform through marketing, sales and strategy. We work in a way that ensures our clients' branding not only looks good but also works to meet their business goals and connect with their target consumer.

YOUR BRAND AUDIT

We work very closely with clients to ensure the branding we create and the strategies we put together connect with consumers. The purpose of this workbook is for you to identify whether your brand does just that.

It's a simple checklist which you can use for your brand.

Broken down into three sections; Vision, Messaging and Identity, you will go through a series of questions that by the end will outline whether you are on track with your brand.

Score each question out of 5 to give you an idea.



VISION

YOUR BRAND VISION

1 | DO YOU KNOW YOUR BUSINESS GOALS?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

2 | DO YOU KNOW YOUR IDEAL CLIENT?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

3 | DO YOU HAVE A MISSION STATEMENT FOR YOUR BUSINESS?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

4 | ARE YOU ABLE TO IDENTITY WHAT MAKES YOU STAND OUT IN YOUR NICHE?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

5 | HAVE YOU IDENTIFIED WHAT SUCCESS LOOKS LIKE FOR YOU?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

MESSAGING

YOUR BRAND MESSAGING

1 | IS YOUR WEBSITE COPY TARGETED TOWARDS YOUR IDEAL CLIENT?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	
<div style="border: 1px solid black; height: 60px;"></div>						

2 | DO YOU SOUND THE SAME IN YOUR EMAILS AS YOU DO IN PERSON?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	
<div style="border: 1px solid black; height: 60px;"></div>						

3 | IS YOUR TONE OF VOICE CONSISTENT THROUGHOUT YOUR MESSAGING?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	
<div style="border: 1px solid black; height: 60px;"></div>						

4 | ARE YOU KEEPING YOUR IDEAL CLIENT IN MIND WHEN WRITING MARKETING COPY?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	
<div style="border: 1px solid black; height: 60px;"></div>						

5 | DO YOUR BLOG POST TOPICS HIGHLIGHT YOUR EXPERTISE?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	
<div style="border: 1px solid black; height: 60px;"></div>						

IDENTITY

YOUR BRAND IDENTITY

1 | DO YOU HAVE A SET COLOUR PALETTE OF 3-5 COLOURS FOR YOUR BRAND?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

2 | DO YOU USE THE SAME 2-3 FONTS THROUGHOUT?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

3 | IS YOUR MARKETING MATERIAL CONSISTENT?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

4 | DOES YOUR WEBSITE ALIGN WITH THE REST OF YOUR BRANDING?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

5 | IS YOUR BRANDING ATTRACTING YOUR IDEAL CLIENTS?

SCORE	1	2	3	4	5	COMMENTS
	NO	KIND OF			YES!	

I hope you found this brand audit helpful. If you have any questions, please contact me at hello@agcasa.com

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