



# HOW TO BUILD A STRONG BRAND

The Ultimate Branding Checklist



[www.NewFoundationsMedia.com](http://www.NewFoundationsMedia.com)

# BRANDING CHECKLIST

COMPANY NAME: \_\_\_\_\_

## DEFINE YOUR BRAND

## NOTES

<input type="checkbox"/> Craft a clear mission statement.	
<input type="checkbox"/> Develop a compelling vision statement.	
<input type="checkbox"/> List out 3-5 core brand values.	

## IDENTIFY YOUR AUDIENCE

<input type="checkbox"/> Define target audience demographics.	
<input type="checkbox"/> Understand audience needs and preferences.	
<input type="checkbox"/> Craft a unique selling proposition (USP).	

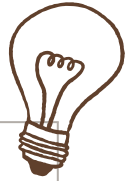
## VISUAL IDENTITY

<input type="checkbox"/> Choose a primary brand color.	
<input type="checkbox"/> Select secondary/accent colors.	
<input type="checkbox"/> Design a versatile and memorable logo.	
<input type="checkbox"/> Pick 1-2 signature fonts.	



## ONLINE PRESENCE

## NOTES



<input type="checkbox"/> Set up/update a user-friendly website.	
<input type="checkbox"/> Claim brand-named social media handles.	
<input type="checkbox"/> Create consistent profile images & bios across profiles.	

## CONTENT STRATEGY

<input type="checkbox"/> Develop a content calendar for one month.	
<input type="checkbox"/> List out key themes/topics to cover.	
<input type="checkbox"/> Choose content formats (blog, video, podcast, etc.).	

## ENGAGEMENT & GROWTH

<input type="checkbox"/> Set monthly engagement goals (likes, shares, followers).	
<input type="checkbox"/> Plan a brand launch/re-launch campaign.	
<input type="checkbox"/> Set up an email newsletter for updates.	

## FEEDBACK & ADAPTATION

<input type="checkbox"/> Collect customer testimonials or reviews.	
<input type="checkbox"/> Analyze engagement metrics monthly.	
<input type="checkbox"/> Tweak strategy based on feedback and analysis.	



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