

Build a Remarkable Brand

10 Point Checklist

Sasha Strauss

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Brand strategy is the foundation that ensures that you're creating a consistent experience that your audience can align, emote, connect, and refer to.”

SASHA STRAUSS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Undergo thorough research on my consumers and competition. Knowing who my audience is and what my competitors are doing can give more precise answers on what I should do next.
- Create a consistent experience for my audience that personifies a standard identity, values, and strategies over time. Doing so will establish my brand recognition.
- Define my brand's tone of voice so that those who need to hear my message will understand and remember what my business is trying to convey.
- Don't act out based on how I feel, but act out according to what works best for my audience. Always have their best interests at heart whenever possible.
- Ask myself, "what does my audience want me to be?" Let my answer be my guide map in my entire branding process.
- Educate my audience and allow them to learn new skills and information. I give them more value this way.
- Integrate SEO into my brand. Achieve brand exposure and attract more traffic to my site by providing answers to targeted queries on the Internet.
- Make sure to keep my promises no matter what. Let my customers know how much I value their support by exceeding their expectations and giving them the best customer service.
- Give my audience the liberty of defining who they are and what they resonate with what I offer. Creating a product that's worthwhile and incorporating excellent branding will always attract the right people.
- Get more insider tips from Sasha Strauss when visiting his website, www.innovationprotocol.com.