

| TEN Brand First Digital QUESTIONS TO CONSIDER | Today/10 | Goal/10 |
|--|----------|---------|
| 1. How well does our brand strategy guide your digital content and campaigns? | | |
| 2. Is our digital marketing driving awareness, trust, and conversion, or just traffic? | | |
| 3. Is our brand clearly and consistently expressed across your digital channels? | | |
| 4. Does our digital presence reflect the brand we want to be? | | |
| 5. Is our digital funnel aligned with our brand promise? | | |
| 6. Do we have a clear brand voice across all of our digital touchpoints? | | |
| 7. When someone lands on our website, do they get who we are and why we matter in 5 seconds? | | |
| 8. Are our paid campaigns telling a consistent story, or are we just selling features? | | |
| 9. What role does our brand play in our SEO/SEM/content strategy? | | |
| 10. How do we measure brand strength in our digital reporting? | | |

| SIX SIGNS Our Brand Needs Work | |
|---|---|
| 1. Does our brand feel tired? (time to refresh) | 4. Does our brand need to transition? (align with the business) |
| 2. Is our brand positioning muddled? (sharpen the saw) | 5. Is our brand losing relevance? (reinvention time) |
| 3. Does our brand look stuck in the past? (time to recut) | 6. Do we need a brand? (build from day one) |