



SMACK HAPPY

VIDEOCAST

elevating your business through real-life experiences
web design • marketing tips • business insights • news • design • fun

VIDEOCAST NOTES #024

BOOST CONFIDENCE & ACHIEVE DREAMS THROUGH BRAND IDENTITY

BRAND IDENTITY QUESTIONNAIRE

Take the first step! Answering these questions will guide you in crafting (or at least begin thinking about) your brand identity. This can help you better understand your business, your customers, and your story.

BACKGROUND

1. What is your business about?
2. What problem do you solve for your customers?
3. Who would you say are your main three competitors?
4. What do you like about your competitors presence?
5. What do you dislike about your competitors presence?
6. What about your business sets you apart from them?
7. Why should customers purchase your product or service?
8. Do you have a unique story behind your business?
9. Describe your company using five adjectives.
10. Does any of your current material need updated? (website, logo, collateral)

CUSTOMERS

1. Describe your ideal customer. (The customers you *really* want.)
2. What is the main message you want to convey to them?
3. Describe your ideal customer using five adjectives.
4. What market research do you have, if any, about your ideal clients, products, business, or website?

IDENTITY

1. What is the purpose behind finding your brand identity? Why now?
2. If you have an existing brand, why isn't it working?
3. Are there certain colors you like or dislike?
4. Are there certain elements or visuals you like or dislike?
5. Add at least three links of someone else's brand whose visual identity inspires you. What do you like the most?
6. Add at least three links of someone else's brand whose visual identity seems bad to you. What makes you feel that way?
7. Describe your brands desired look and feel using five adjectives.

MORE

Check out the other amazing resources below to help you begin to build out different pieces of your brand identity. From buyer personas to website redesign questionnaires—these resources will support you at whatever stage you're in the brand identity process. Having this information at your fingertips is also really nice to have if you're ready to take the next step and invest in your business by sitting down with a brand identity extraordinaire like Laney, or custom website solution gurus like us.

This week's special guest: **Laney Silverman, The Design Boutique**

Laney M. Silverman, CCO, and Founder of The Design Boutique, takes pride in being involved in every step of each project, from sketching to production. The company helps clients grow through thoughtful storytelling, branding with meaning, and user experiences that have an emotional and financial impact.



Your responses will help you to define the initial direction of your website content development, and will help give you and your marketing team a clear understanding of your vision. Your input is the foundation upon which successful brand identities are built. This questionnaire will help you identify and articulate the overall goals for the content of your project.

A few helpful tips...

- We recommend that each key decision maker in your organization collaborate on the responses.
- Highlight any questions that may require further explanation or clarification.
- Add any additional comments or notes to the end of the questionnaire.
- Please share any existing material you have that will help audiences get a feel for your business, products and/or services (i.e. tagline, brochures, advertising materials, etc.).

Please describe your business in a few sentences. Include comments related to the culture and personality of your business.

What is your company's mission statement, vision, philosophy, etc.?

What is there about you and your background that sets you apart for a special (niche) group of potential customers?

What problems do your prospects have that your business solves?

Why do you believe site visitors should do business with you rather than with a competitor? Why do your customers choose you and not someone else?

Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

Please describe your potential customers. Pay special attention to their income, interests, gender, age, even type of computer they use. If your website is a business-to-business site, what sort of companies are you hoping to attract?

Please list the name of between 3 and 5 other websites that you like. Why are they attractive to you?

What do you NOT want on your site in terms of content?

If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

On most websites, there are several “standard” pages for which content needs to be developed. Feel free to randomly list your thoughts and ideas in bullet point format, and from that you can develop more thorough and polished content for your website.

“About Me” Page

“Contact Us” Page

“Products & Services” Page

WEBSITE REDESIGN QUESTIONNAIRE

Narrowing down where to begin your redesign, or determining what other changes may need to be made, is easier than you think. If a question applies to you, simply write your answers in the right "Answers" column.

QUESTIONS	ANSWERS
What is the purpose of your website?	
Who is your target audience?	
What have you done so far to optimize your site?	
Have you ever dropped or disappeared from search rankings?	
Who are your top three competitors, and why do you feel that they compete with your site?	
Do you have buyer personas?	
What is your most unique selling proposition?	
Why would a user come to your site versus a competitor? What makes you better?	
After a user visits your site, what do you want them to do next?	
Is your website integrated with social media?	
When (exactly) was your last site redesign?	
Is there anything you don't like about the website? What would you change, and why?	
Has anyone reported usability or functionality issues? (Example: Can't find contact form, submitted form but doesn't work etc.)	
In your opinion, did your last marketing company under-deliver on anything?	
Would it be useful to display content in another language?	
What are your customer's pain points?	
Is your website mobile-friendly?	
Does your site have broken links? If so, how many?	
Do you have a blog?	
Does your site have little to no content?	

WEBSITE REDESIGN QUESTIONNAIRE

QUESTIONS	ANSWERS
Is important content on your website hidden?	
Is the main navigation/menu confusing?	
When is the last time you've updated your general content, products, or service offerings?	
Do you have a privacy policy? If so, is it easily found in the site's footer?	
Does it take awhile for your site to completely load?	
Is your most current logo on the website?	
Has your business recently adopted new goals?	
Does your website support your marketing strategy? Sales strategy?	
Is your bounce rate in GA (Google Analytics) higher than 40%?	
Do you get a lot of referral traffic (found in GA)?	
Do you see spikes or drops in traffic but receive no contacts, leads, or conversions?	
Is Google Analytics associated with your website?	
Is Google Webmaster Tools/Search Console associated with your website?	
What CMS (Content Management System) do you use? (Wordpress, Joomla, Drupal, Hubspot etc)	
Are the images on your website loading slowly? Or pixelated?	
What are your customer's pain points?	
Are you getting the results that you want?	
What value does your site bring to your audience?	

Voilà! This sheet can now be used as a brainstorming tool in your next marketing planning meeting or even handed over to an expert to help you **get the results you're looking for.**



DEVELOPING PERSONAS

Buyer personas are a crucial component of successful inbound marketing, particularly for the sales and marketing departments. After all, the marketing team needs to know to whom they are marketing, and the sales team needs to know to whom they are selling.

1. What is their demographic information?

.....

2. What is their job and level of seniority?

.....

3. What does a day in their life look like?

.....

4. What are their pain points?
What do you help them solve?

.....

5. What do they value most? What are their goals?

.....

6. Where do they go for information?

.....

7. What experience are they looking for when seeking out your products or services?

.....

8. What are their most common objections to your product or service?