

BRAND AUDIT CHECKLIST TEMPLATE

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CHECK	EXTERNAL BRANDING	CHECK	INTERNAL BRANDING	CHECK	CUSTOMER EXPERIENCE
	Brand values are clearly communicated through primary marketing materials		Our brand values are clearly communicated through our internal marketing		All customer experience materials clearly convey the company's values and mission through the brand
	Company mission is clearly communicated through primary marketing materials		Via internal branding, our company mission is clear to our employees		All customer-related sales-process materials accurately reflect the brand
	Branding case studies are created and completed		Intranet (and internet) domain names adequately reflect the brand		All customer-facing customer support materials accurately reflect the brand
	Logo is clearly communicated/understood		Internet content has been optimized for search engine optimization (SEO)		All internal customer-related policy materials accurately reflect the brand
	Print and online advertising (and all other marketing materials) clearly/effectively reflect the brand		Recruitment and new-hire materials adequately reflect the brand		All user research materials (surveys, tests, etc.) accurately reflect the brand
	Websites clearly/effectively reflect the brand		All internal documentation (stationery, letterhead, envelopes, report covers, etc.) adequately reflect the brand		All customer experience-related key performance indicators (KPIs) accurately reflect the brand
	Brand guidelines are clearly documented		All contract materials, SOWs, and other "internal" branding materials adequately represent the brand		Customer Effort Score (CES) KPI materials accurately reflect the brand
	Strong social media presence		All business cards, memos, fax covers, documentation templates, invoices, and client reviews adequately reflect the brand		Net Promotor Score (NPS) KPI materials accurately reflect the brand
	Brochures and other brief materials are readily available and clearly/effectively reflect the brand		All HR materials (new-hire documentation, etc.) adequately reflect the brand		Customer Satisfaction Score (CSAT) KPI materials accurately reflect the brand

	Exhibition materials clearly/effectively reflect the brand		All internal manuals and guides adequately reflect the brand		Time to Resolution (TTR) KPI materials accurately reflect the brand
	Merchandise/gifts clearly/effectively reflect the brand		All company trademarks and copyright materials accurately represent the brand		All phone scripts for customer services representatives (CSRs) accurately reflect the brand
	Posters and other display materials clearly/effectively reflect the brand				
	Newsletters, blogs, etc. clearly/effectively reflect the brand				
	"Contact Us" and direct entries instances (phone, fax, email) clearly/effectively reflect the brand				
	Web banner adverts clearly/effectively reflect the brand				
	Print, TV, radio, etc. media slots clearly/effectively reflect the brand				
	Email messaging, text messaging, and content marketing campaigns clearly/effectively reflect the brand				
	Public relations efforts clearly/effectively reflect the brand				

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