

Evaluation & Evolution

No need to start over. Instead, take inventory of your existing brand assets. What authentically represents your strengths? What resonates with customers? Hold onto these gems, refine them, and re-purpose them as the foundation for your community-centric story. In this way, you build on existing momentum and brand equity while crafting a fresh, authentic narrative.

<p>ACTION 1: Rank Your Efforts.</p> <p>Assess your past efforts and rank them by their success. Look at KPIs and your marketing goals. What do your best efforts have in common? How can they be improved? Duplicated?</p> <p>EXERCISE:</p> <p>Write three things that are working well in your current efforts.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p>ACTION 2: Conduct A/B Testing</p> <p>Experiment with different versions of marketing materials (e.g., ad copy, landing pages, subject lines) to see which performs better. This data-driven approach helps optimize campaigns and maximize results.</p> <p>EXERCISE:</p> <p>List the campaigns you will A/B test first.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p>ACTION 3: Intercept Video</p> <p>Interview random people in your target market to discover public perceptions, which brands they recognize, and if your message is penetrating. Compile their answers for a big impact on stakeholders.</p> <p>EXERCISE:</p> <p>Compile the questions for which you would like public insight.</p>	<ol style="list-style-type: none"> 1. 2. 3.

<p style="text-align: center;">ACTION 4:</p> <p style="text-align: center;">Turn Faults Into Fuel</p> <p>Dissatisfied customers, while initially frustrating, can offer invaluable insights into what's not working. Analyze your complaints and your competition to identify recurring themes and pain points.</p> <p style="text-align: center;">EXERCISE:</p> <p>List three common complaints about products and services in your industry.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p style="text-align: center;">ACTION 5:</p> <p style="text-align: center;">Competitors' Blind Spots</p> <p>Competitor strategies are valuable. Go beyond analyzing their successes. Look for their gaps, weaknesses, or underutilized opportunities. By capitalizing on your competitors' blind spots, you can carve out a unique space in the market and attract new customers.</p> <p style="text-align: center;">EXERCISE:</p> <p>Write three ways your competition is missing an opportunity.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p style="text-align: center;">ACTION 6:</p> <p style="text-align: center;">Unconventional Collaborations</p> <p>Step outside your industry and explore how other industries are solving the same problems. This cross-pollination of ideas can generate fresh perspectives and reach new solutions, i.e., the bank drive-thru window idea was borrowed from the fast-food industry.</p> <p style="text-align: center;">EXERCISE:</p> <p>List three methods other industries serve customers better than you do.</p>	<ol style="list-style-type: none"> 1. 2. 3.