



- Brand Awareness:
  - Is your brand recognized by your target audience?
  - Do consumers recall your brand when presented with relevant product categories or scenarios?
  - Are there any notable associations or attributes linked to your brand in consumers' minds?
- Brand Loyalty:
  - How frequently do customers purchase from your brand?
  - Are there any loyalty programs in place, and how effective are they?
  - Are customers willing to pay a premium for your brand compared to competitors?
- Brand Engagement:
  - How active is the audience on your brand's social media channels?
  - Are consumers actively engaging with your content in terms of likes, comments, and shares?
  - Does your brand have a community of loyal followers who advocate for it?
- Brand Sentiment:
  - What do consumers say about your brand in online reviews, forums, or social media conversations?
  - Is sentiment generally positive, negative, or neutral?
  - Are there any recurring themes or issues in consumer feedback?
- Brand Differentiation:
  - How does your brand stand out from competitors in terms of product offerings, messaging, or values?
  - Is your brand perceived as unique or distinctive in its industry?
  - Are there clear reasons why consumers choose your brand over others?
- Brand Equity:
  - Does your brand command a strong presence in the market?
  - How valuable is your brand in terms of its perceived quality and trustworthiness?
  - Has the brand's value increased over time?
- Customer Satisfaction:
  - What is the overall satisfaction level among customers?

- How likely are customers to recommend your brand to others?
- Are there any recurring issues or pain points that affect customer satisfaction?
- Brand Consistency:
  - Is your brand message consistent across all touchpoints (advertising, packaging, website, etc.)?
  - Does your brand maintain consistency in its visual identity and tone of voice?
  - Are there any inconsistencies that might confuse or alienate customers?
- Market Positioning:
  - Where does your brand stand with competitors in the market?
  - Is your brand positioned as a leader, a challenger, or a niche player?
  - Does the brand effectively communicate its positioning to consumers?

If your answers are in check with these, then your brand has indeed gained resonance with the audience.