Brand Tracking Template

1. Brand Overview

- **Brand Name:**
- **Date:**
- **Reporting Period:**

2. Brand Awareness

- **Top-of-Mind Awareness (TOMA):**
- **Unaided Awareness:**
- **Aided Awareness:**

3. Brand Perception

- **Brand Attributes:**
    - Attribute 1:
    - Attribute 2:
    - Attribute 3:
- **Brand Associations:**
    - Association 1:
    - Association 2:
    - Association 3:
- **Brand Sentiment:**
    - Positive:
    - Neutral:
    - Negative:

4. Brand Usage

- **Purchase Frequency:**
    - Weekly:
    - Monthly:
    - Quarterly:
- **Repeat Purchase Rate:**
- **Customer Loyalty:**

5. Brand Engagement

- **Social Media Followers:**
  - Platform 1:
  - Platform 2:
  - Platform 3:
- **Engagement Rate:**
  - Likes:
  - Comments:
  - Shares:
- **Website Traffic:**
  - Unique Visitors:
  - Page Views:
  - Average Session Duration:
- **Email Open Rates:**
- **Click-Through Rates (CTR):**

6. Brand Equity

- **Net Promoter Score (NPS):**
- **Customer Satisfaction Score (CSAT):**
- **Customer Lifetime Value (CLV):**

7. Competitive Analysis

- **Market Share:**
- **Competitor A:**
- **Competitor B:**
- **Competitor C:**
- **Comparative Brand Metrics:**
  - Awareness:
  - Perception:
  - Usage:
  - Engagement:
  - Equity:

8. Brand Communications

- **Advertising Spend:**
- **Campaign Performance:**
  - Campaign 1:
  - Campaign 2:
  - Campaign 3:
- **Message Recall:**

9. Customer Feedback

- **Surveys:**
  - Key Insights:
- **Reviews:**
  - Positive:
  - Negative:
  - Neutral:
- **Focus Groups:**
  - Key Insights:

10. Action Plan

- **Strengths to Leverage:**
- **Weaknesses to Address:**
- **Opportunities to Explore:**
- **Threats to Mitigate:**
- **Next Steps:**

Notes:

- **Methodology:**
  - Describe the data collection methods used (e.g., surveys, focus groups, social media analysis).
- **Data Sources:**
  - List all data sources (e.g., Google Analytics, social media platforms, survey tools).
- **Frequency of Tracking:**
  - Indicate how often the data will be updated (e.g., monthly, quarterly).

Instructions for Use

1. **Data Collection:**
   - Gather data from various sources like surveys, social media analytics, web analytics, and customer feedback.
2. **Data Analysis:**
   - Analyze the data to identify trends, strengths, weaknesses, opportunities, and threats.
3. **Reporting:**
   - Fill out the template with the analyzed data and insights.
4. **Action Planning:**
   - Develop an action plan based on the insights gathered to improve brand performance.
5. **Review and Update:**
   - Regularly review and update the template to track the progress and make necessary adjustments.

This flexible template can be adapted to fit specific industry needs or unique brand metrics. Use it as a starting point and customize it as needed to track your brand's performance effectively.