

Brand Value Measurement Checklist

Use this checklist to evaluate your brand's value in simple steps:

1. Customer Feedback

- Ask your customers how they feel about your brand.
- Send out short surveys with questions like:
 - Do you trust our brand?
 - Would you recommend us to a friend?
 - How satisfied are you with our products?

2. Net Promoter Score (NPS)

- Ask your customers: "How likely are you to recommend our brand to others?"
- Score it from 0 to 10. Higher scores mean better brand loyalty.

3. Sales and Market Share

- Look at your sales numbers. Are they going up or down?
- Check if more customers are choosing your brand over competitors.

4. Brand Awareness

- Are people recognizing your brand easily?
- Use social media or online polls to see how many people know your brand.

5. Customer Loyalty

- Do customers keep coming back to buy from you?
- Measure how many repeat customers you have.

6. Revenue Premium

- Are people willing to pay more for your brand compared to generic alternatives?
- Compare your prices to similar products and see if customers prefer your brand even if it costs more.

Using this simple checklist, you can start measuring your brand's value and making better decisions to improve it over time.