

Brand Equity Audit Checklist

Use this checklist to evaluate your brand's strengths and areas for improvement.

1. Brand Awareness

- Can people recognize your brand logo and name easily?
- Do customers remember your brand without being reminded?
- Are your social media profiles and website easy to find?

2. Perceived Quality

- Do customers think your products or services are high-quality?
- How do you compare to competitors in terms of quality?
- Do your prices match the value customers believe they're getting?

3. Brand Loyalty

- Do customers come back to your brand for repeat purchases?
- Are they recommending your brand to others?
- Do you have a loyalty program, and is it effective?

4. Brand Sentiment

- What emotions do people feel when they think about your brand?
- Are online reviews and comments mostly positive?
- Are customers saying good things about your brand on social media?

5. Brand Associations

- What words or images come to mind when people think about your brand?
- Are these associations aligned with your brand's identity and values?
- Do these associations make your brand stand out from competitors?

6. Consistency

- Is your branding (logo, colors, tone of voice) the same across all platforms?
- Do all customer touchpoints reflect your brand values?
- Are your marketing messages clear and aligned with your brand's identity?

7. Customer Feedback

- Are you regularly asking customers for feedback?
- Do you act on feedback to improve your products or services?
- Are customers happy with how their concerns are addressed?

8. Competitor Comparison

- How does your brand rank against competitors in awareness and loyalty?
- Are your products/services offering something unique?
- Are customers choosing you over competitors? Why or why not?

9. Online Presence

- Is your website easy to navigate and visually appealing?
- Are you active on social media, sharing consistent content?
- Do you respond quickly and helpfully to customer inquiries online?

10. Financial Indicators

- Are customers willing to pay more for your brand compared to competitors?
- Is your revenue steady, even during tough times?
- Are you seeing growth in market share?

How to Use This Checklist:

1. Go through each section and note areas where you're doing well and areas that need work.
2. Prioritize the most important areas for improvement.
3. Take action, like boosting awareness, improving customer service, or creating a more consistent brand experience.

Regularly review your brand equity to keep it strong and relevant!