

Will it Fly?® Checklist

Module: Brand Strategy

Section: Evaluation

Section Objective: To ensure you periodically examine the effectiveness of your brand strategy.

- Have you put into practice a way to collect data and measure success?
- Have you included both quantitative and qualitative methods of collecting data?
- Have you undertaken market testing with your core target audience?
- Have you based prospective changes on customer, customer service and salesperson (or other front-line) feedback?
- To show your customers that you take them seriously, are you making changes in a timely manner?
- Have you discovered specifically how much owning your brand is worth to your customers (the perceived value)?
- Have you assessed the results of your brand strategy against the 10 results of effective brand strategies?

See Educational Brief for Evaluation to learn more.
