

Will it Fly?® Checklist

Module: Brand Strategy

Section: Overview

Section Objective: To ensure that you align your brand strategy with the marketing plan.

- Have you taken into account that a brand develops only over a long period of time, and requires the investment of quality, consistency, message, and trust?
- Do you have a brand strategy that addresses Objectives, Target Audience, Brand Development, Brand Equity, Brand Loyalty, and Evaluation?
- Have you taken into account that branding is about forming close relationships with your customer?
- Have you taken into account that establishing a successful brand is a conscious choice made at the point of product development and reinforced continually?
- Have you taken into account that the branding elements you create have equity value and can be legally protected?
- Are you matching your company's main strengths with the needs of the audience?
- Does your brand strategy seek to have your brand become memorable in the mind of your loyal customers, so that your product is unique to them, and they feel compelled to buy?

See Educational Brief for Overview to learn more.
