

Brand review

- Visual identity
- Brand and messaging
- Owned media
- Business Development
- SEO/PPC
- Marketing Ops
- Review summary

EXAMPLE



What is a Brand Review?

A Brand Review is a comprehensive assessment of a company's brand, including its visual identity, owned media, SEO and PPC, and business development. This process involves a team of director-level experts, each with their own area of specialism, to provide an objective and fresh perspective on the business and its presence.

The resulting 80+ page report provides valuable insights and recommendations to inform business decisions for growth and define areas of action that can be prioritised.

A Brand Review can be particularly beneficial for businesses looking to accelerate their marketing efforts, providing a jump-start for a new marketing director or serving as an outsourced marketing department.

With decades of experience and joined-up thinking, a Brand Review offers a fast and easy way to access expert marketing advice that would otherwise take much longer to obtain.





meet our
branding expert

Creative Director & Branding

Expert has extensive creative and brand design experience from new brand inception to the evolution and transformation of existing brands.

His eye for design and art direction along with his flair for copy means he offers the whole package when reviewing a brand.

This section reflects his findings and thoughts.

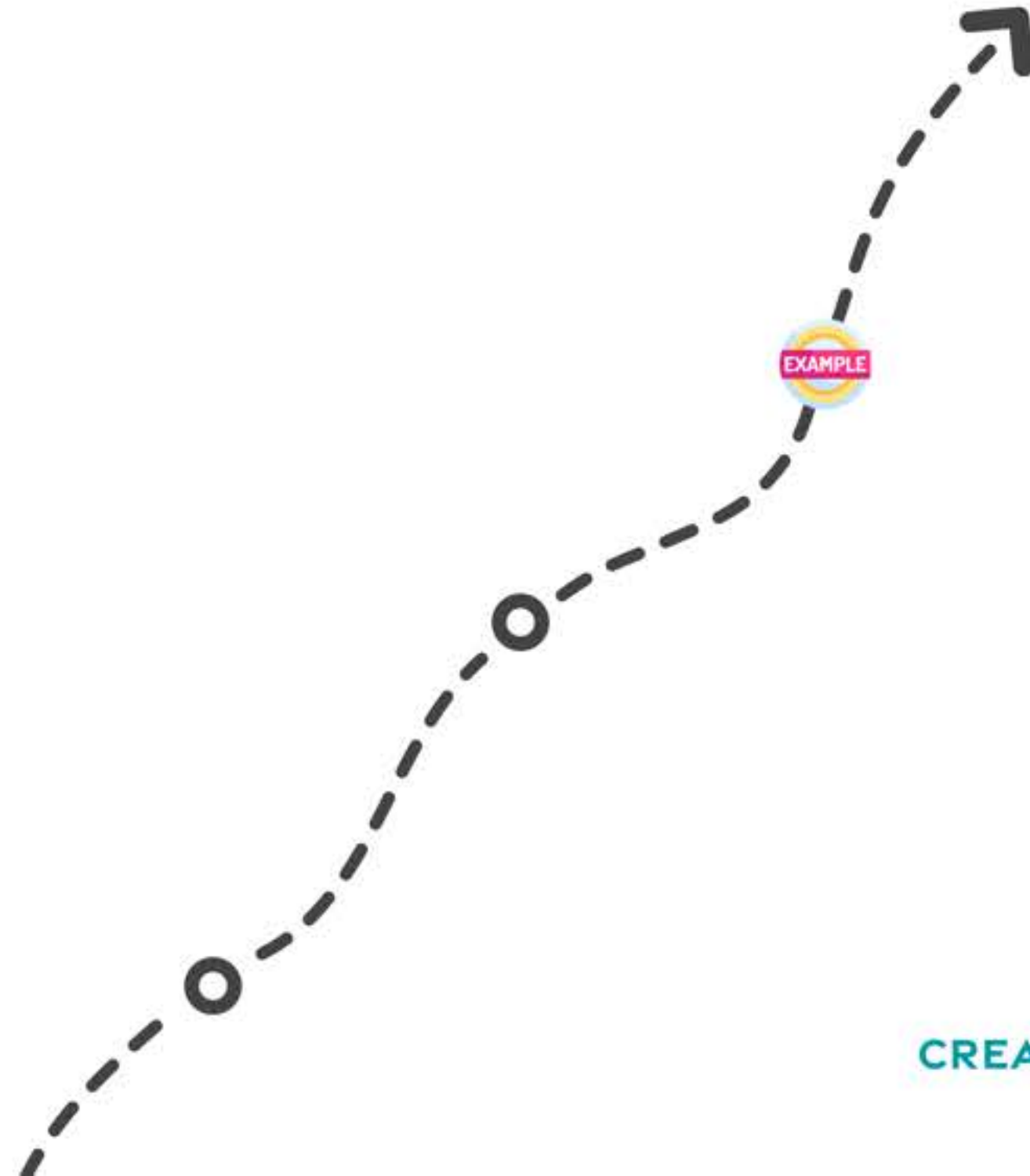
What is a 'brand'?

Every company needs to consider branding at some stage.

At start-up, the founders may embody the brand with their values and way of doing business.

But as the company matures, it becomes important to capture the qualities that have made it successful so far, project them systematically and ensure all staff understand and share them.

A brand, when built on the right foundations, can do all this very effectively.



The value of a strong brand

A strong brand is a tremendous asset to any enterprise.

Research has shown **strong brands grow faster** and companies that manage their brands well are more likely to **increase profits, revenue** and **share price**.

There's also **greater productivity** and **less staff turnover**.

- Gain focus as an organisation
- Be more visible in the market, stand comparison with peers and competitors.
- Win business and build belief by bringing to life what you have to offer.
- Communicate with customers, staff, partners and the media more effectively.
- Build morale by giving staff a purpose and getting them working together towards a common goal.
- Attract the best talent.

Successful brands are much more than a logo...

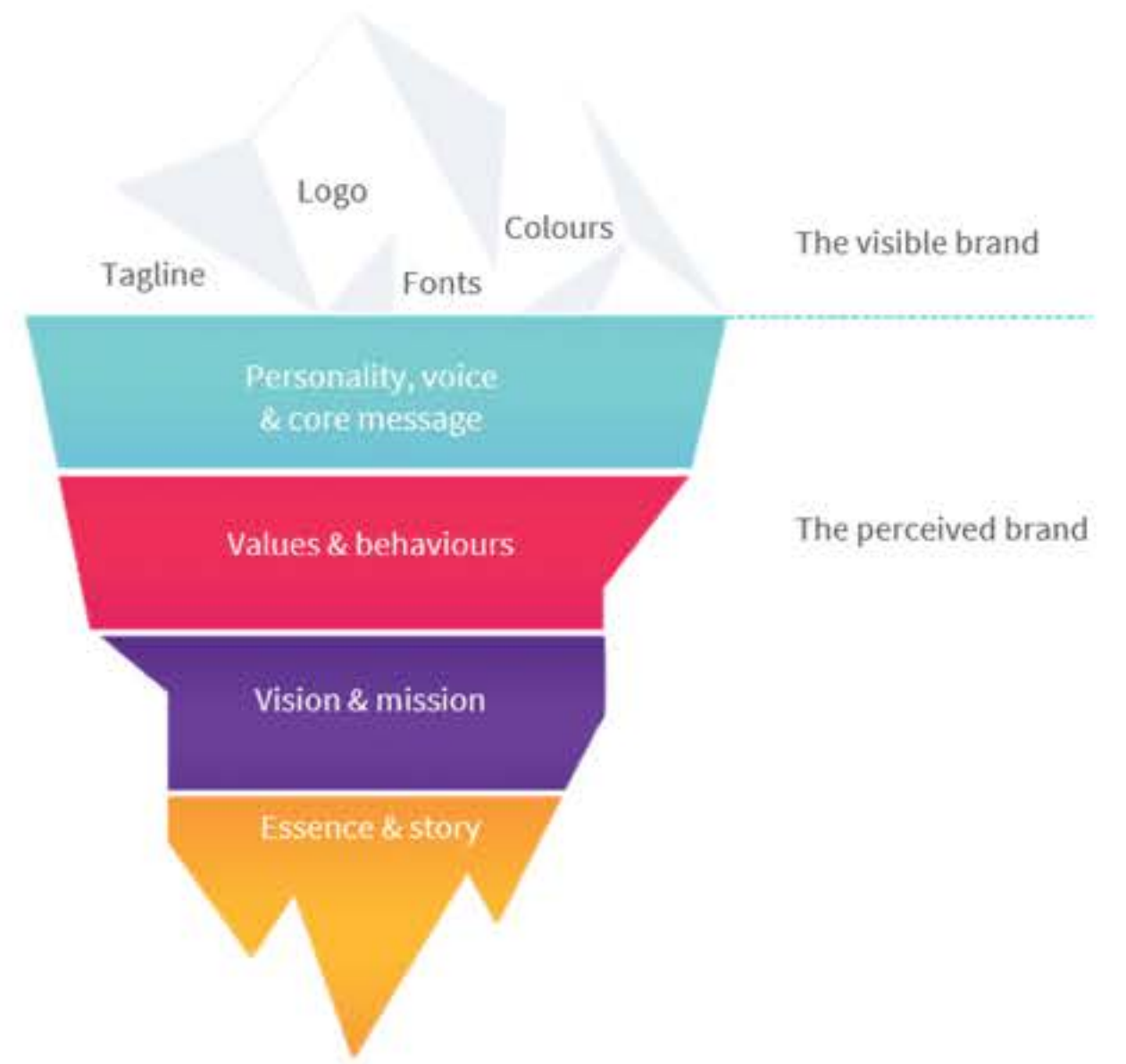
Branding is about much more than your logo. All successful brands are founded on a framework of ideas that give the enterprise meaning.

To build this framework, you need to define exactly:

- what your business is about,
- what your offer is,
- the key things you need to say and
- how to say them,
- what you stand for and
- the personality you should project in your market.

All this is essential to building a brand on solid foundations.

Trying to define these things has significant business value in itself. The process aids focus. You emerge with a clearer picture of your strengths and opportunities, where you are heading and what you need to do to succeed.



Current SoP

What do you say atm...

In 2022...

Straplines:

- The boutique consultancy dedicated to helping companies manage their data
- The data management experts
- The DCAM experts

Mission:

- We improve your data, and how it is managed, to unlock value.

Vision:

- As practitioners, we engage in thought leadership to improve best practices in data.
- As consultants, we work with you to unlock the value of your data.
- As a company, we foster a culture that supports and inspires our people and our clients.

In 2023...

Straplines:

- The **specialist** consultancy dedicated to helping companies **enable and exploit** their data
- The **data & analytics enablers**
- The DCAM experts

Mission:

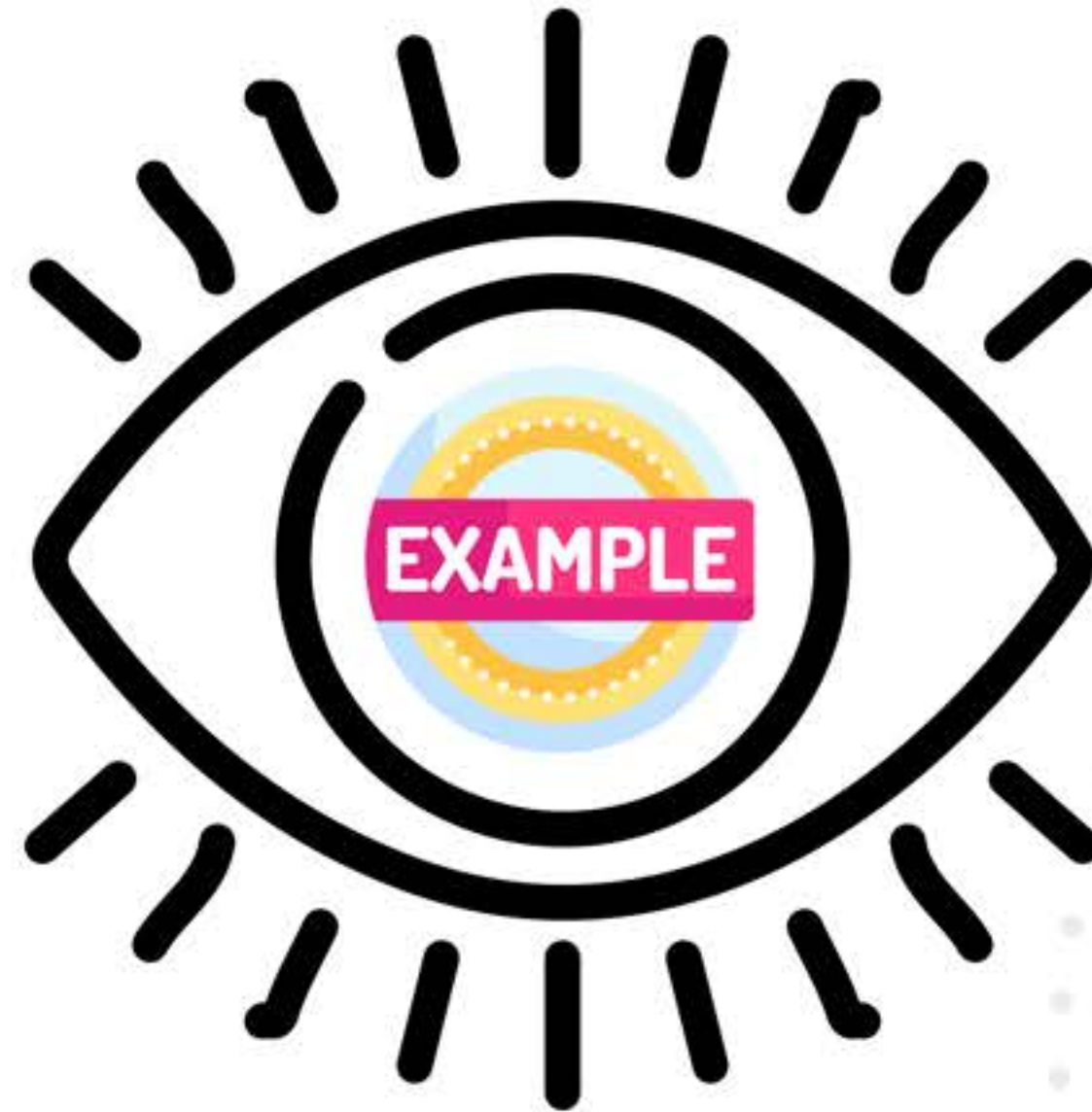
- We help companies enable their experts to unlock its value.

Vision:

- As practitioners, we engage in thought leadership to improve best practices in data.
- As consultants, we work with you to unlock the value of your data.
- As a company, we foster a culture that supports and inspires our people and our clients.



Visual identity



Visual identity - Logo

ICON

The red doughnut shape is the brand's most distinctive visual asset.



SUGGESTION

Explore how this shape could be used more extensively in the visual identity.

WORDMARK

The font is Helvetica Light, which is clean, elegant and workmanlike. But it's not especially distinctive.



SUGGESTION

Consider other fonts or versions of Helvetica which would be more ownable.

LOGO LOCK-UP

The red doughnut is bold, while the text is light – both in terms of colour and weight. This creates a slight imbalance.



SUGGESTION

Find ways to make the elements more cohesive. A geometric style font might work better with the circle, for example.

Visual identity - Logo

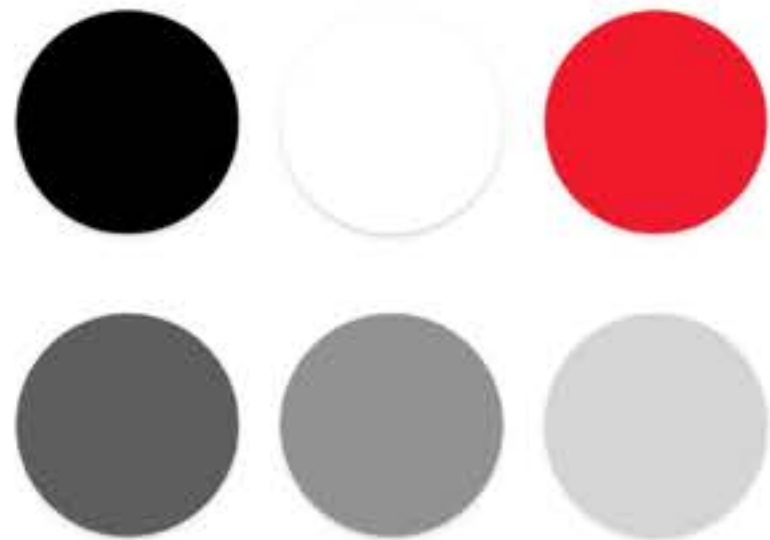
SIMILAR LOGOS

The doughnut shape is identical to the one in OpenTable's logo. This is not problematic because the businesses operate in very different sectors. But it's not ideal.



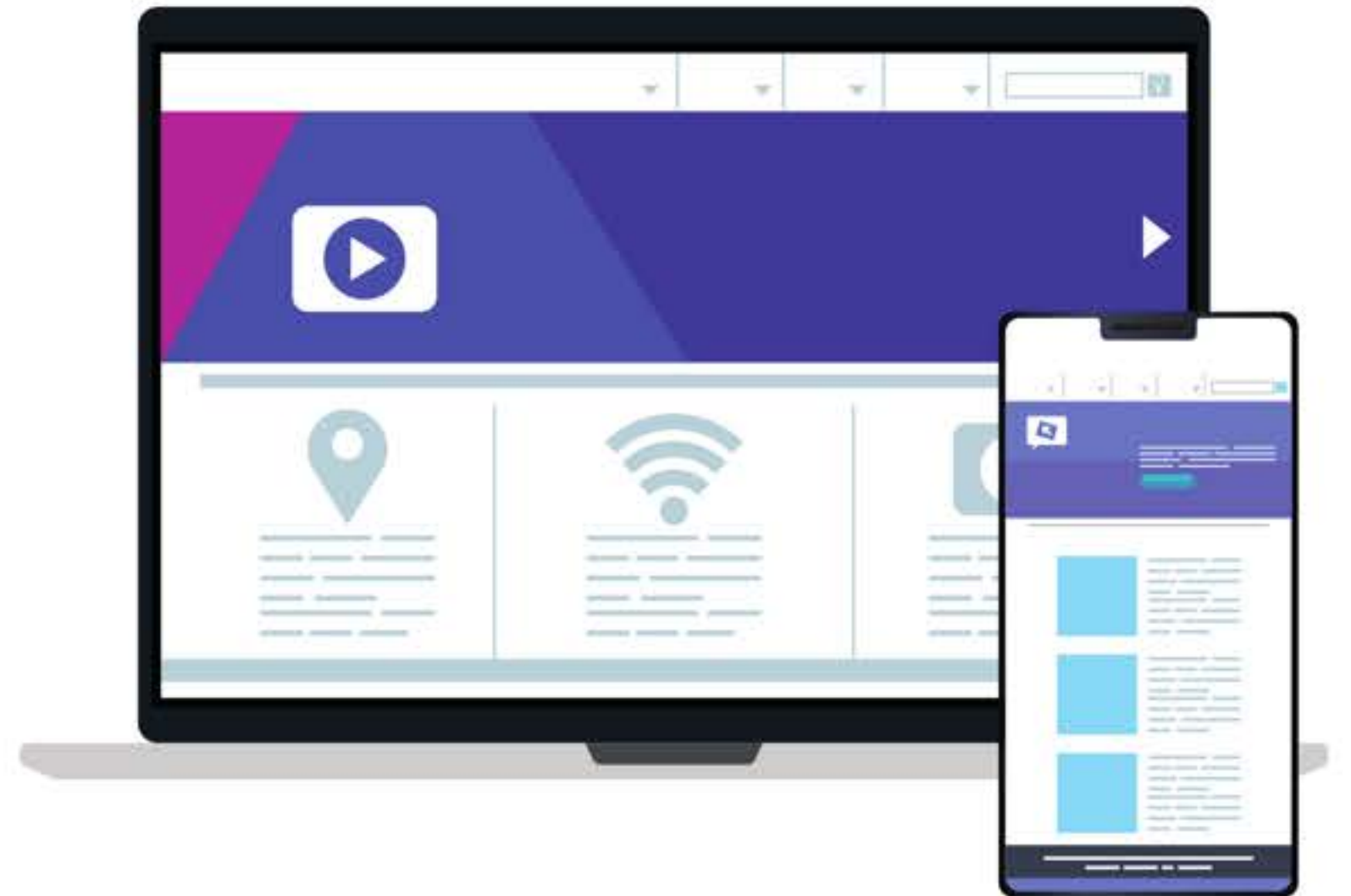
Visual identity - Colour palette

The primary brand tones are red, white, black and shades of grey – a simple and coherent palette that makes the brand feel unified. Red captures attention. White brings simplicity.



SUGGESTION

The addition of bright accent colours would add energy and interest.



Visual identity - Photography

The majority of photography is black and white. This makes sense with the colour palette and helps the brand feel unified. Black and white works well with red. However, there are significant downsides. It feels cold and can be overly business-like and lacking in humanity. To feel friendly and human, or to express passion in what you do, colour is a better option.

SUGGESTION

Consider replacing with full-colour photography. Alternatively, source black and white images that feel more engaging. It would also help to avoid visual treatments like overlays that darken the image.



EXAMPLE

Branding - Key messages

There are various messages on the website landing page around improving data, loving data, unlocking value and finding clarity and control. There is no single overarching message. The message on the front page of the 'About Ortecha' powerpoint is different from the website - 'the data and analytics enablers'.

SUGGESTION

Simplify and clarify messages. Create an overarching customer-centric message that goes on everything. It must focus on the customer benefit - i.e. rather than saying what you do (improve data), say how the customer benefits from having better data (what's in it for me).



Branding - Tone of voice

The current tone of voice is a mixture of formal and informal. Some pieces of copy are dry and matter of fact, while others are upbeat, fun and engaging.

SUGGESTION

Aim for consistency. Decide the sort of personality you want the brand to project. Define some personality traits. For example friendly, expert, passionate. Then create a corresponding tone of voice. Write simple tone of voice rules for everyone in the business to follow, so every message feels like it comes from the same place.



Messaging

How do you talk about
ABC and the service you offer?

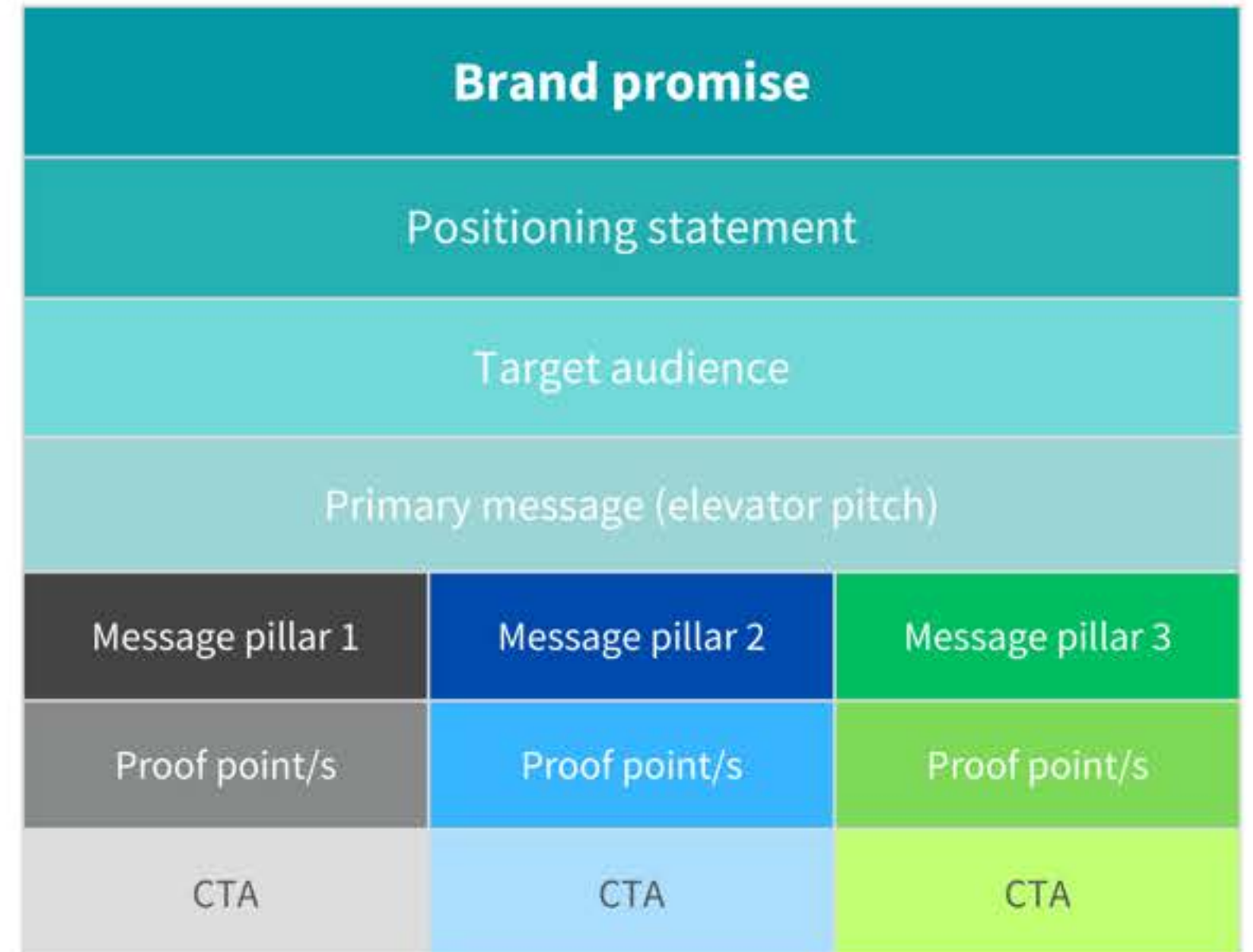


An introduction to messaging

Messaging refers to the communication of a company's value proposition, key messages, and brand personality to its target audience through various marketing channels.

It is the language and tone used in all marketing and advertising materials, including website content, social media posts, email marketing, print ads, and more.

Effective messaging should clearly convey the company's unique selling points, resonate with the target audience's needs and wants, and differentiate the brand from its competitors.



Questionnaire responses

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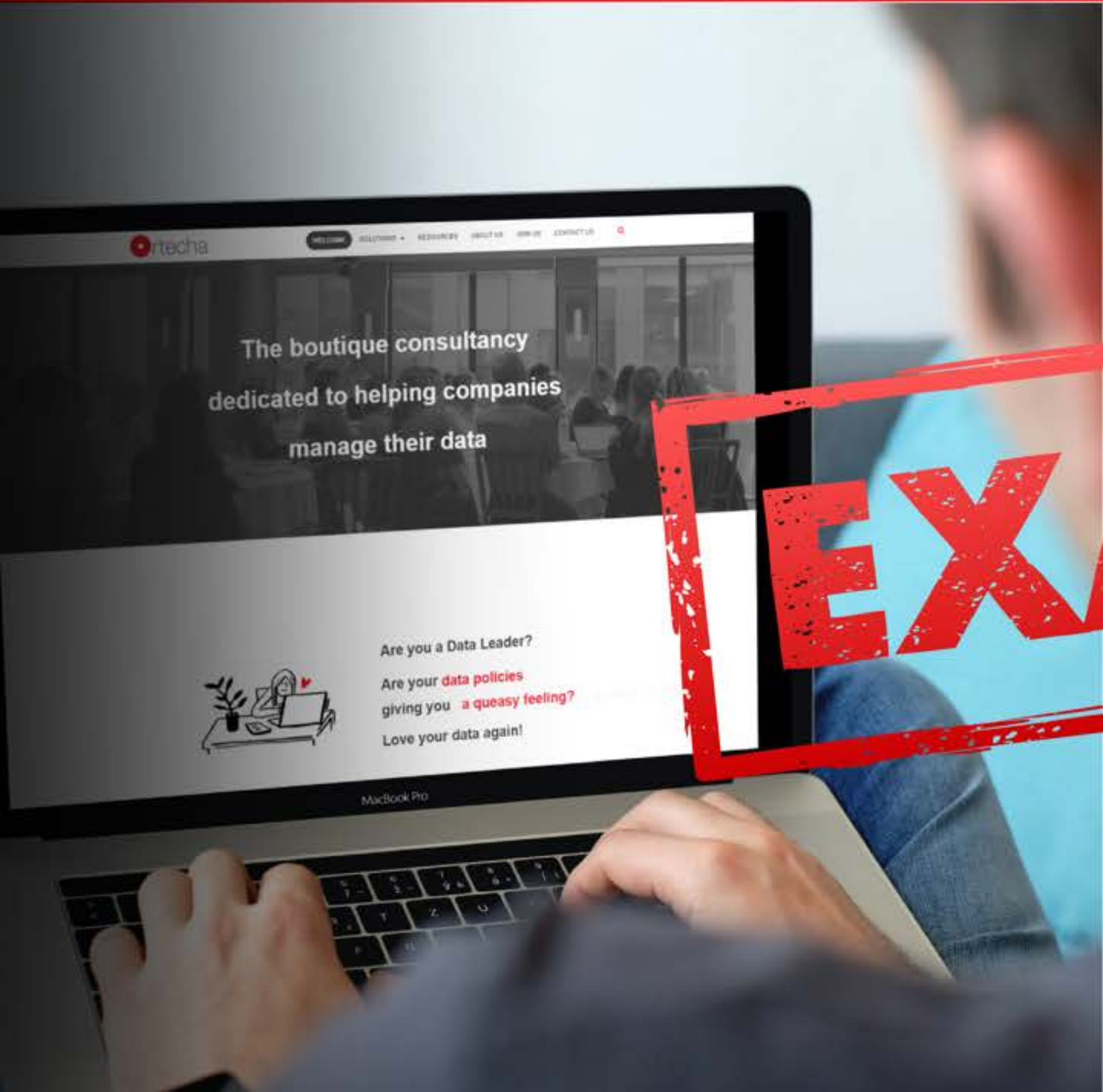
meet our

social media expert

Client services and social media director

... specialises in Strategic Social Media Management.

She covers a range of sectors and all channels so has a broad ranging, holistic view of the medium. She also heads up the account management team here.



Owned media - An introduction

Owned media refers to any media or content that a company or brand has complete control over.

This can include assets such as a:

- company website
- social media pages
- email newsletters

EXAMPLE

Owned media is an important component of a company's marketing strategy as it allows them to have complete control over the message and how it is communicated to their audience. By creating and distributing their own content, companies can establish themselves as industry experts and build a loyal following of customers and fans.

Owned media - Social media

LinkedIn: xxx followers

Twitter: xx followers

SUGGESTION

You should feature your social media platforms on every page of your website, ideally at the top of each page but the bottom of the page is acceptable; currently only accessible via 'Contact Us'

SUGGESTION

Consider, before posting, whether your content will be readable on a mobile phone; some of your posts are impossible to read on a mobile so are off putting to those who may be interested in the content. You should check if people are mainly viewing your posts on desktop or mobile via the Analytics tab.



Owned media - Social media

Meeting best practice

N.B. We will need access to your social media analytics



KEY OBSERVATIONS

- Big gaps in your posting schedule, where is the regular content
- Engagement mainly from Ortech employees; you are broadcasting and not being a leader
- Inconsistent use of ###
- No sense of who Ortech is from a point of view of employees/leadership team (what are we at?)
- No recent video content
- Ask yourself – what are the issues for our industry and where do we stand on these?



KEY OBSERVATIONS

- No tweets since September 2020 so hard to review, especially in the times of Elon Musk!
- Imagine the feedback would be the same as LinkedIn.

EXAMPLE



Owned media - Social media

How would we address these issues?



Owned media - Social media

What can we get started with?

BRAND PAGE SHORT TERM SOLUTIONS

EMPLOYEE PROFILES

EXAMPLE

Owned media - E-Comms

SUGGESTION

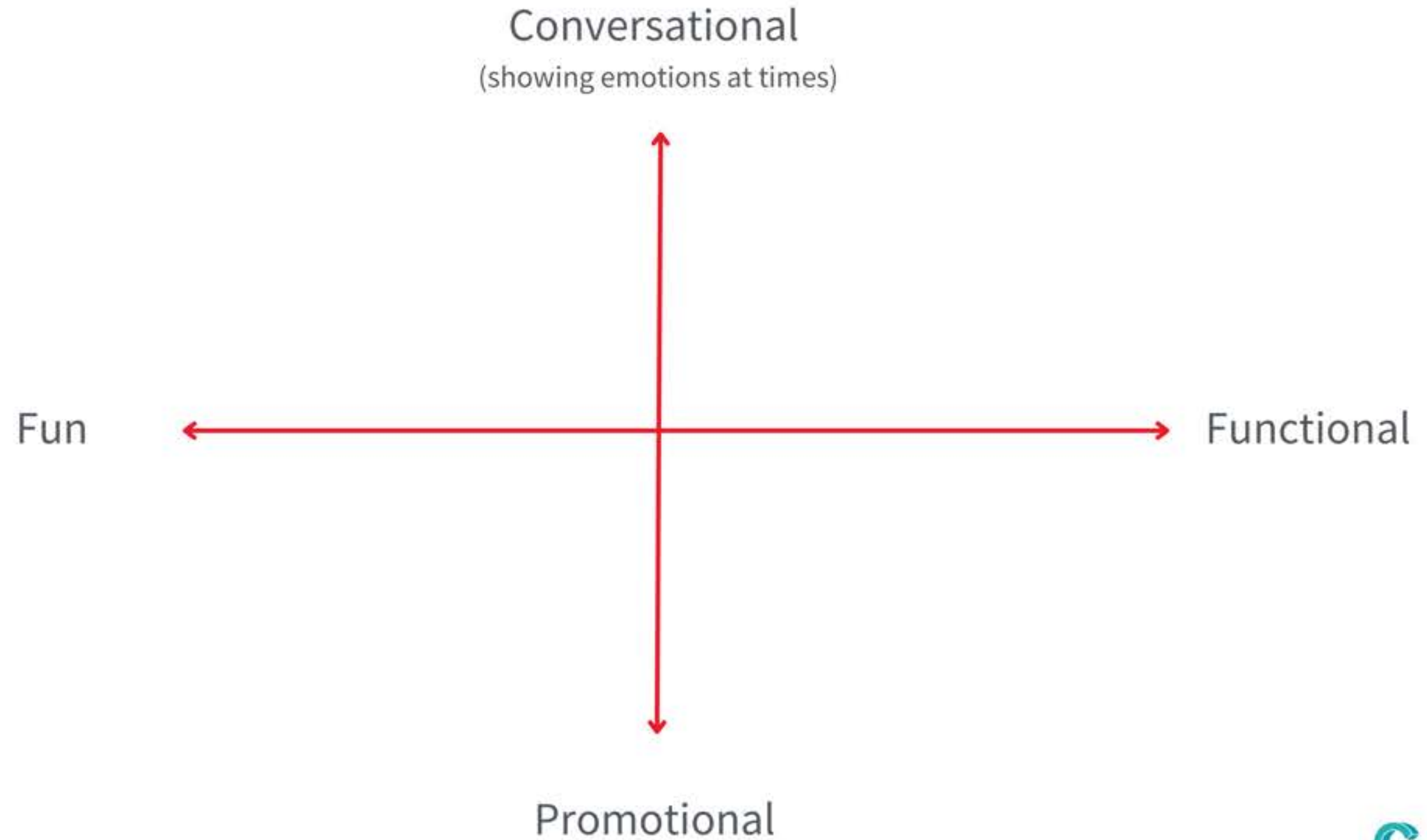
EXAMPLE

A look at your competitors

EXAMPLE

Question?

Where should you sit on these axis?





meet our
SEO/PPC expert

SEO/PPC

... is an experienced and dedicated digital marketing professional with a tenacious appetite for campaign creation and the delivery of successful campaigns.

SEO/ PPC - An Introduction

SEO and PPC are two different digital marketing tactics that businesses use to drive traffic to their websites.

SEO stands for Search Engine Optimisation and is the process of optimising a website to appear at the top of the organic search engine results for specific keywords. This is done by making changes to the website's content, structure, and code to make it more relevant and authoritative to the search engines.

PPC stands for Pay Per Click, and it involves placing ads on search engines or other websites and paying for each click on the ad. Advertisers bid on keywords and pay for the traffic that the ad generates. PPC ads appear at the top of search results, above the organic listings.

Search engine marketing (SEM) is a term used to encompass both SEO and PPC as two main search marketing activities.



SEO	PPC
Organic positions	Paid positions
Traffic over time	Immediate traffic
Long-term results	Immediate results
Ongoing process	One-time set-up
Improves visibility	Improves leads
Free/ Lower cost	Only paid

SEO/ PPC - SEO Overview

Our initial SEO Overview

- The site appears to have ...
- Basic On Page optimisation tasks ...
- Removing duplicate H1's and
- Improve the l...
- Google Web Vital scores are ...
- Domain authority should be

SEO/ PPC - Keyword research

Our initial SEO Overview

Identify high-volume, low-competition keywords related to ABC's products and services.
This is an example from the UK



Keyword	Avg. monthly searches	Three month change	YoY change	Competition
		+52%	+24%	Low
		+52%	+22%	Low
	1,300	+48%	0%	Low
	320	+52%	0%	Low
	30	+50%	+50%	Low
	1,900	+50%	+26%	Low

EXAMPLE

SEO/ PPC - Keyword research - Competitor analysis

Identify high-volume, low-competition keywords related to Ortecha's products and services.

This is an example from the UK

Currently out of these five competitors there are zero shared keywords which is strange although through competitor analysis we may be able to uncover potential new keyword targets.

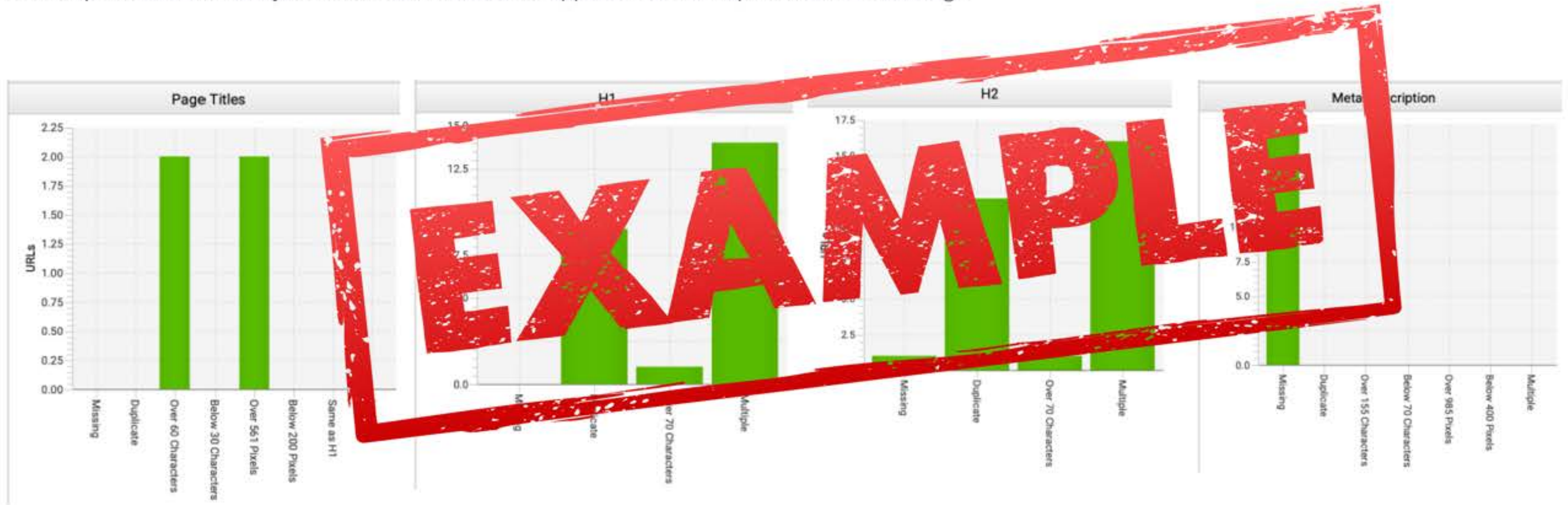
Keyword Overlap

<input checked="" type="checkbox"/>	https://www.ortecha.com	17
<input checked="" type="checkbox"/>	https://www.dtsquared.co.uk/	106
<input type="checkbox"/>	https://www.tietoevry.com/	1.1K
<input type="checkbox"/>	https://m...ano.com/	6
<input type="checkbox"/>	https://el...ent-22.com/	6

EXAMPLE

SEO/ PPC - Technical SEO issues

From a quick technical analysis we can see a number of opportunities to improve the SEO rankings



SEO/ PPC - What can we get started with?

EXAMPLE

PPC - Paid search strategy

What can we get started with?

- Define your ...
- Keyword research: Conduct thorough keyword research to identify ...
- Create compelling ad copy: Develop compelling ad copy that clearly communicates...
-
- Landing page optimisation: Ensure that your landing page is ...
- Monitor and optimise: Regularly monitor your ad performance and ...
- Retargeting: Implement a retargeting campaign to reach users who ...



meet our

Marketing Tech expert

MD and Martech expert

.....

State of ABC's Marketing Technology - CRM

xxsx CRM is used as their company and contact database and is the data source for the sales pipeline and the sales forecast report.

- There are around n,500 contacts in the database, which are a combination of partners, old contacts, existing clients, and cold/warm leads.
- The contacts are classified but
- marketing automation functionality enabled and a standalone MailChimp (email system) account is available.
- Reporting is
- There is no

Recommendations

- Clean the database and
- Installadd-on 'Email Marketing & Tools' (n,000 contacts, £nn/month for a yearly subscription).
- Automate data capture and sales & marketing

Like Zapier the Power Platform from Microsoft is a low-/no-code system but because you use O.....

- Data handling and processing are inside your MS tenant. Which is more secure and
- With your existing..... licences you can create free Power Automate flows. Flows are the
- You will need
- You can store your data in the Dataverse (database), build workflow apps, automate workflows across Sharepoint and Teams channels and much more.

State of ABC's Marketing Technology - Website and analytics

Website and analytics

The website's technology stack - WordPress with Elementor page builder and GeneratePress theme - is a good base but technical optimisation is required.

Issues:

- 1
- 2
- 3
- 4
- 5

Recommendations for website

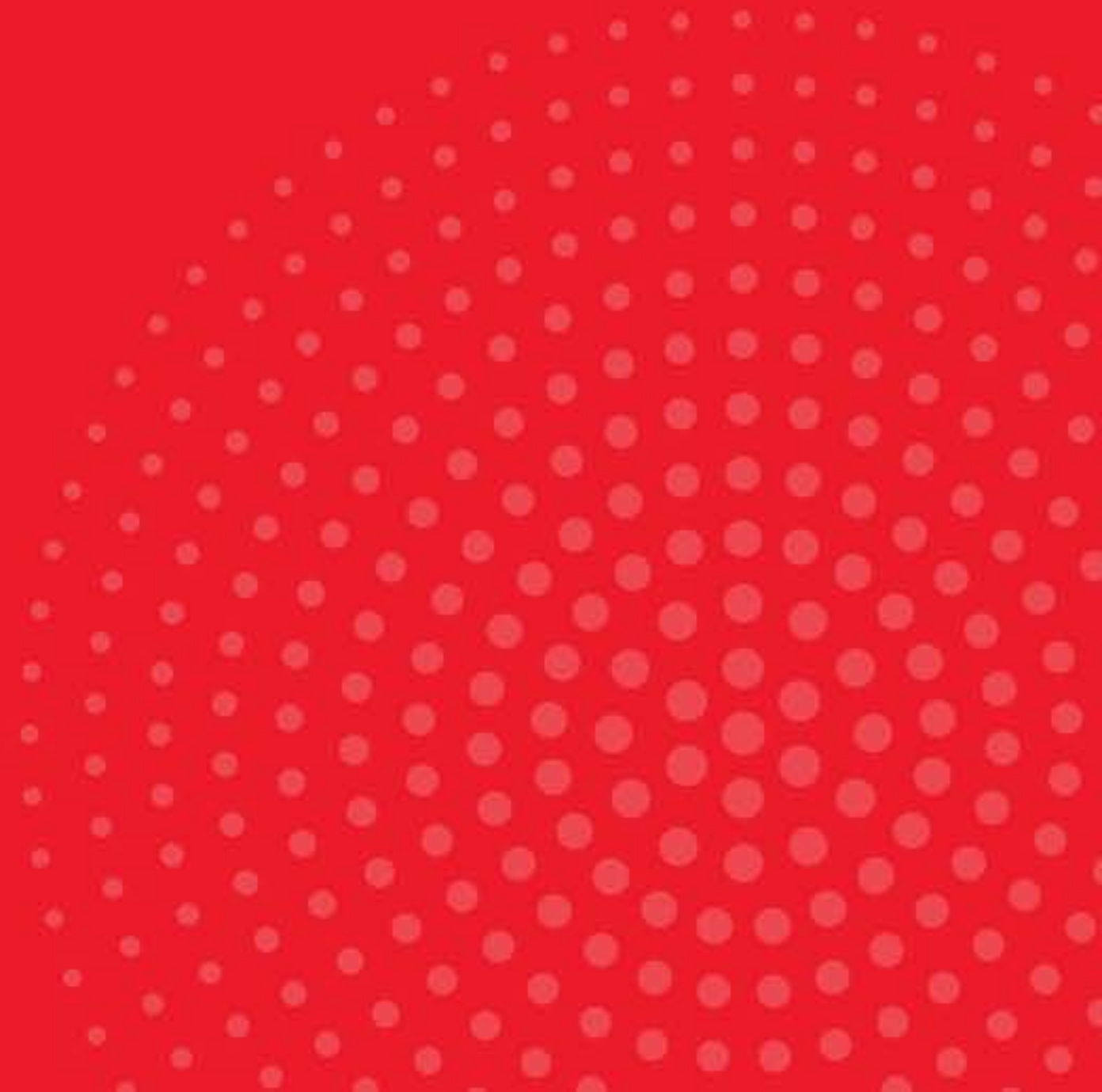
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- 2
- 3
- 4
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meet our
CEO

Lucy

.....



Brand review summary

Copy

Summary



CHALLENGE

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