

# BRAND BUILDING

## — WORKBOOK —

CLARIFY YOUR BRAND. CONNECT WITH PURPOSE. CREATE LASTING IMPACT.



CLARIFY  
YOUR PURPOSE



UNDERSTAND  
YOUR AUDIENCE



DEFINE  
YOUR DIFFERENCE



BUILD  
YOUR LEGACY

A STRONG BRAND BUILDS TRUST.  
A CLEAR BRAND CREATES GROWTH.

# THIS WORKBOOK

*Belongs To*

\_\_\_\_\_ • \_\_\_\_\_

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# HOW TO USE *This* WORKBOOK



## 1. REFLECT

Take time to think and answer each section honestly.



## 2. PLAN

Use the exercises to create clear ideas and strategies.



## 3. TAKE ACTION

Apply what you learn and take steps toward your goals.



## 4. REVIEW & GROW

Track your progress and keep improving your brand.



# MY BRAND VISION

Imagine the future of your brand.  
What impact do you want to make?

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”



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[illegible]

# CORE BRAND *Values*

Identify the core values that define your brand  
and guide every decision you make.



# DEFINE YOUR BRAND *Purpose*

What is the reason your brand exists?  
How do you make a difference?



Handwriting practice lines consisting of ten horizontal dashed lines for text entry.



# IDENTIFY YOUR IDEAL AUDIENCE

Get clear on who your brand serves best  
so you can connect, create, and grow with purpose.

**WHO ARE THEY?**



**WHERE ARE THEY?**



**WHAT DO THEY CARE ABOUT?**



**WHAT DO THEY NEED OR WANT?**



**HOW CAN YOUR BRAND HELP THEM?**



# CUSTOMER PERSONA *Builder*



NAME: \_\_\_\_\_

AGE: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

LOCATION: \_\_\_\_\_



## GOALS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## CHALLENGES

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## NEEDS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## MOTIVATIONS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## BUYING BEHAVIORS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## HOW YOUR BRAND CAN HELP

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# BRAND POSITIONING Statement

Define how your brand is unique, who you serve,  
and the value you deliver.

For \_\_\_\_\_  
(your ideal audience)

who \_\_\_\_\_  
(statement of need or opportunity)

our brand is \_\_\_\_\_  
(your brand name)

that \_\_\_\_\_  
(key benefit or solution)

unlike \_\_\_\_\_  
(the primary alternative)

we \_\_\_\_\_  
(reason to believe / unique differentiator)



# UNIQUE VALUE PROPOSITION (UVP)

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Clearly define the unique value your brand offers and why your audience should choose you.



## WHO DO YOU SERVE?

Who is your ideal audience?

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## WHAT PROBLEM DO YOU SOLVE?

What challenge or pain point do you help them overcome?

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## WHAT MAKES YOU UNIQUE?

What sets your brand apart from others?

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## WHAT VALUE DO YOU DELIVER?

What key benefit or transformation do your customers receive?

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## WHY SHOULD THEY CHOOSE YOU?

What's the compelling reason to choose your brand?

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## YOUR UVP STATEMENT

Write your Unique Value Proposition in one clear sentence.

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# BRAND PERSONALITY *Profile*

Define the human characteristics of your brand  
to build a stronger connection with your audience.



## BRAND IN A PERSON

If your brand were a person,  
how would you describe them?

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## MY BRAND IS...

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| <input type="radio"/> Friendly      | <input type="radio"/> Bold         |
| <input type="radio"/> Professional  | <input type="radio"/> Adventurous  |
| <input type="radio"/> Creative      | <input type="radio"/> Caring       |
| <input type="radio"/> Trustworthy   | <input type="radio"/> Reliable     |
| <input type="radio"/> Inspirational | <input type="radio"/> Innovative   |
| <input type="radio"/> Playful       | <input type="radio"/> Calm         |
| <input type="radio"/> Elegant       | <input type="radio"/> Other: _____ |



## HOW MY BRAND COMMUNICATES

What is the tone and style of your brand voice?

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## WORDS THAT DESCRIBE MY BRAND

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## WORDS MY BRAND IS NOT

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## THE FEELING MY BRAND CREATES

What emotions or feelings should people have when they experience your brand?

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# BRAND VOICE & TONE

## Guide

Define how your brand communicates and connects  
so your message feels consistent and authentic.



### OUR BRAND VOICE PURPOSE

Why does our brand communicate  
the way it does?

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### OUR BRAND VOICE IS...

Choose the words that best describe  
how your brand's voice comes across.

- |                                     |                                    |                                    |
|-------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> Friendly      | <input type="radio"/> Expert       | <input type="radio"/> Bold         |
| <input type="radio"/> Professional  | <input type="radio"/> Honest       | <input type="radio"/> Clear        |
| <input type="radio"/> Confident     | <input type="radio"/> Empathetic   | <input type="radio"/> Creative     |
| <input type="radio"/> Inspirational | <input type="radio"/> Motivational | <input type="radio"/> Supportive   |
| <input type="radio"/> Warm          | <input type="radio"/> Approachable | <input type="radio"/> Reliable     |
| <input type="radio"/> Playful       | <input type="radio"/> Calm         | <input type="radio"/> Other: _____ |



### OUR TONE VARIES WHEN...

We adjust our tone based on the situation,  
audience, and message.

| SITUATION / CONTEXT                                                                                                        | → | OUR TONE |
|----------------------------------------------------------------------------------------------------------------------------|---|----------|
|  When we're inspiring<br>or motivating  | → | _____    |
|  When we're educating<br>or informing   | → | _____    |
|  When we're supporting<br>or reassuring | → | _____    |
|  When we're promoting<br>or selling     | → | _____    |
|  When we're addressing<br>a problem     | → | _____    |



### WE DO...

Words and phrases we use.

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### WE DON'T...

Words and phrases we avoid.

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### EXAMPLE IN ACTION

How our brand voice and tone sound in real life.

Example Message: \_\_\_\_\_

Why it fits our voice & tone: \_\_\_\_\_

\_\_\_\_\_





# BRAND STORY *Worksheet*



Your brand has a story. Share it with purpose, connect with your audience, and build lasting relationships.

1



## OUR BEGINNING

How did your brand start?  
What inspired you to begin?

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2



## THE CHALLENGE

What challenge or problem  
did you face that led to the  
creation of your brand?

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3



## OUR SOLUTION

How does your brand solve the  
problem or meet the need?  
What makes your approach  
unique?

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4



## OUR PURPOSE

Why does your brand exist?  
What impact do you want to  
make in the world?

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5



## OUR PEOPLE

Who is your brand for?  
Who do you serve and  
why does it matter?

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6



## OUR VALUES

What core values guide  
your brand and how you  
show up every day?

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7



## THE FUTURE

What does the future look like for your brand?  
What are your big dreams and goals?

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## YOUR BRAND STORY IN ONE SENTENCE

Summarize your brand story in one powerful sentence.

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# BRAND IDENTITY

## Checklist

Use this checklist to ensure you've defined all the key elements that create a strong, consistent, and memorable brand identity.



### 1. BRAND FOUNDATION

- ☐ Brand Purpose .....
- ☐ Mission Statement .....
- ☐ Vision Statement .....
- ☐ Core Values (3-7) .....
- ☐ Unique Value Proposition (UVP) .....
- ☐ Brand Story .....



### 2. TARGET AUDIENCE

- ☐ Ideal Customer Profile / Persona .....
- ☐ Audience Needs & Pain Points .....
- ☐ Goals & Motivations .....
- ☐ Demographics .....
- ☐ Psychographics .....
- ☐ How We Help Them .....



### 3. BRAND POSITIONING

- ☐ Brand Positioning Statement .....
- ☐ Market Category .....
- ☐ Key Differentiators .....
- ☐ Competitor Insight .....
- ☐ Why Customers Choose Us .....



### 4. BRAND PERSONALITY & VOICE

- ☐ Brand Personality (Adjectives) .....
- ☐ Brand Voice (e.g., Friendly, Bold, Inspiring) .....
- ☐ Tone Variations (By Situation) .....
- ☐ Words We Use .....
- ☐ Words We Avoid .....
- ☐ Messaging Pillars / Key Messages .....



### 5. VISUAL IDENTITY

- ☐ Logo (Primary, Variations, Usage) .....
- ☐ Color Palette (Primary, Secondary, Accent) .....
- ☐ Typography (Headings, Body) .....
- ☐ Imagery Style / Photography .....
- ☐ Icons / Graphics Style .....
- ☐ Brand Patterns / Textures .....



### 6. BRAND APPLICATION

- ☐ Website (Brand Consistency) .....
- ☐ Social Media (Profiles, Templates) .....
- ☐ Business Collateral (Cards, Brochures, etc.) .....
- ☐ Email Signature / Templates .....
- ☐ Packaging / Product Design .....
- ☐ Presentations / Documents .....



### 7. BRAND CONSISTENCY

- |                                                            |                                                           |                                                            |                                                         |
|------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Brand Guidelines Document Created | <input type="checkbox"/> Team Trained on Brand Guidelines | <input type="checkbox"/> Consistent Across All Touchpoints | <input type="checkbox"/> Regular Brand Review & Updates |
|------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------|



### NOTES / NEXT STEPS

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# LOGO & VISUAL

## IDENTITY PLANNER



Use this planner to define the look and feel of your brand  
and create a consistent, memorable visual identity.

### 1 BRAND ESSENCE

How do you want your brand to feel and be perceived?



Keywords that describe your brand:

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### 2 LOGO CONCEPT

What does your brand stand for?

Sketch your logo ideas or describe the concept.



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### 3 LOGO DETAILS



Logo Name (if any):

Tagline (if any):

Logo Style: ☐ Minimal ☐ Typographic ☐ Iconic

☐ Combination ☐ Other: \_\_\_\_\_

Logo Mood: \_\_\_\_\_

Notes / Ideas: \_\_\_\_\_

### 4 LOGO VARIATIONS

Plan how your logo will adapt across different uses.

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Primary Logo

Secondary Logo

Icon / Submark

Logo Mark

### 5 COLOR PALETTE



Primary Colors

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Secondary Colors

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Accent Colors

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Color Meaning & Purpose: \_\_\_\_\_

### 6 TYPOGRAPHY



Primary Font (Headings):

Secondary Font (Subheadings):

Body Font:

Font Pairing Style: ☐ Elegant ☐ Modern ☐ Friendly ☐ Bold ☐ Other \_\_\_\_\_

Notes: \_\_\_\_\_

### 7 IMAGERY & GRAPHIC STYLE



Photography Style:

Illustration Style:

Icon Style:

Texture / Pattern Style:

Overall Visual Mood:

Notes / Ideas: \_\_\_\_\_

### 8 BRAND APPLICATION PREVIEW | Where your logo and visual identity will show up.



Website



Social Media



Business Card



Email Signature



Packaging



Presentations



Merchandise

...

Other



### 9) NOTES & NEXT STEPS

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# BRAND COLOR PALETTE



Define your brand colors to create a consistent, recognizable, and impactful visual identity.

## 1. PRIMARY COLORS

These are your main brand colors. Use them most often.



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_

## 2. SECONDARY COLORS

Use these colors to support your primary palette and add variety.



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_

## 3. NEUTRAL COLORS

Use neutrals for balance, backgrounds, and text.



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_

## 4. ACCENT COLORS

Small pops of color to highlight and draw attention.



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_



HEX: \_\_\_\_\_  
RGB: \_\_\_\_\_  
CMYK: \_\_\_\_\_  
Use: \_\_\_\_\_

## 5. COLOR PALETTE OVERVIEW

See how your colors work together.



## 6. NOTES



\_\_\_\_\_  
\_\_\_\_\_





# BRAND TYPOGRAPHY & Style Guide

Define the fonts, typography hierarchy, and visual style  
that bring your brand identity to life.

## 1. BRAND FONTS

# H1

### HEADING FONT (H1)

Font Name: \_\_\_\_\_

Use: \_\_\_\_\_

# H2

### SUBHEADING FONT (H2)

Font Name: \_\_\_\_\_

Use: \_\_\_\_\_

# Aa

### BODY FONT

Font Name: \_\_\_\_\_

Use: \_\_\_\_\_

# Aa

### ACCENT / SCRIPT FONT

Font Name: \_\_\_\_\_

Use: \_\_\_\_\_

## 2. TYPOGRAPHY HIERARCHY

# This is an H1 Heading

## This is an H2 Subheading

### This is an H3 Subheading

This is body copy. It should be easy to read and support your message clearly. Use this font for paragraphs, descriptions, and longer content.

### ACCENT TEXT EXAMPLE

*This is accent text*

## 3. FONT PAIRING OVERVIEW

### PRIMARY FONT (HEADINGS)



### SECONDARY FONT (BODY)

Why this pairing works: \_\_\_\_\_

## 4. TEXT STYLES & USAGE

| ELEMENT              | FONT  | SIZE  | WEIGHT | CASE  | EXAMPLE |
|----------------------|-------|-------|--------|-------|---------|
| H1 Heading           | _____ | _____ | _____  | _____ | _____   |
| H2 Subheading        | _____ | _____ | _____  | _____ | _____   |
| H3 Subheading        | _____ | _____ | _____  | _____ | _____   |
| Body Text            | _____ | _____ | _____  | _____ | _____   |
| Button Text          | _____ | _____ | _____  | _____ | _____   |
| Caption / Small Text | _____ | _____ | _____  | _____ | _____   |
| Quote / Accent       | _____ | _____ | _____  | _____ | _____   |

## 5. STYLE & VISUAL ELEMENTS



COLOR MOOD \_\_\_\_\_



DESIGN STYLE \_\_\_\_\_



IMAGERY STYLE \_\_\_\_\_



GRAPHIC ELEMENTS \_\_\_\_\_



PATTERNS / TEXTURES \_\_\_\_\_



OVERALL VIBE \_\_\_\_\_

## 6. NOTES & INSPIRATION



### BRAND INSPIRATION / REFERENCE





# BRAND MESSAGING FRAMEWORK



Clarify your key messages and communicate your brand  
with consistency, clarity, and impact.



## 1. CORE PURPOSE

Why does your brand exist?  
What impact do you want  
to make?

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## 2. TARGET AUDIENCE

Who is your ideal customer?  
What do they care about,  
need, and value?

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## 3. CUSTOMER BENEFIT

How does your brand  
improve your customers'  
lives or solve their problems?

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## 4. UNIQUE VALUE PROPOSITION (UVP)

What makes your brand different and better than alternatives?

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## 5. KEY MESSAGES

The 3-5 main messages you want your audience  
to remember about your brand.

- 1 

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- 2 

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- 3 

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- 4 

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- 5 

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## 6. PROOF POINTS

What builds trust and supports your messages?  
(e.g., results, stories, credentials, testimonials)

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- ---
- ---
- ---
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## 7. BRAND VOICE

How does your brand sound?  
(e.g., Friendly, Bold, Inspiring, Professional)

Describe your brand voice:

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Words we use: 

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Words we avoid: 

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## 8. TONE & STYLE

How should your message feel across  
different situations?

Educational / Informative

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Inspirational / Motivational

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Promotional / Sales

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Supportive / Customer Care

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Crisis / Sensitive



## 9. ELEVATOR PITCH

Summarize your brand in one clear, compelling sentence or short paragraph.

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## 10. NOTES & NEXT STEPS

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# Brand Differentiation Strategy

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What Makes My Brand Different?



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2

My Unique Strengths



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3

Customer Benefits



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4

Competitive Advantage



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Key Differentiation Statement



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# Customer Journey Map



TARGET CUSTOMER: \_\_\_\_\_

DATE: \_\_\_\_\_

|                                                                                                                      | <br>AWARENESS | <br>CONSIDERATION | <br>PURCHASE | <br>EXPERIENCE | <br>LOYALTY |
|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <br>CUSTOMER ACTIONS                |                                                                                                |                                                                                                    |                                                                                               |                                                                                                   |                                                                                                |
| <br>CUSTOMER THOUGHTS               |                                                                                                |                                                                                                    |                                                                                               |                                                                                                   |                                                                                                |
| <br>CUSTOMER EMOTIONS             |                                                                                                |                                                                                                    |                                                                                               |                                                                                                   |                                                                                                |
| <br>TOUCHPOINTS                   |                                                                                                |                                                                                                    |                                                                                               |                                                                                                   |                                                                                                |
| <br>OPPORTUNITIES FOR IMPROVEMENT |                                                                                                |                                                                                                    |                                                                                               |                                                                                                   |                                                                                                |



NOTES & INSIGHTS

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# Brand Touchpoints Audit

Identify and evaluate every place your brand connects with your audience.

| TOUCHPOINT<br>Where does the customer<br>interact with your brand?                           | PURPOSE<br>What is the goal of this<br>touchpoint? | CUSTOMER EXPERIENCE<br>What does the customer<br>see, feel, or do? | STRENGTHS<br>What's working well? | OPPORTUNITIES<br>What can be improved? |
|----------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------|----------------------------------------|
| <br>_____   |                                                    |                                                                    |                                   |                                        |
| <br>_____   |                                                    |                                                                    |                                   |                                        |
| <br>_____   |                                                    |                                                                    |                                   |                                        |
| <br>_____  |                                                    |                                                                    |                                   |                                        |
| <br>_____ |                                                    |                                                                    |                                   |                                        |
| <br>_____ |                                                    |                                                                    |                                   |                                        |
| <br>_____ |                                                    |                                                                    |                                   |                                        |
| <br>_____ |                                                    |                                                                    |                                   |                                        |



## KEY TAKEAWAYS & NEXT STEPS

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# Social Media Branding Plan

BRAND NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## 1. BRAND VOICE & PERSONALITY

How your brand speaks and shows up online.

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## 2. TARGET AUDIENCE

Who you're creating content for.

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## 3. BRANDING GOALS

What you want to achieve through social media.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 4. KEY MESSAGING THEMES

Core messages to communicate consistently.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 5. CONTENT STRATEGY

| CONTENT TYPE | TOPICS & IDEAS | PLATFORM | FREQUENCY | PURPOSE |
|--------------|----------------|----------|-----------|---------|
|              |                |          |           |         |
|              |                |          |           |         |
|              |                |          |           |         |



## 6. VISUAL BRANDING ELEMENTS

Key elements to maintain a consistent look.

Color Palette: \_\_\_\_\_

Typography: \_\_\_\_\_

Photo Style: \_\_\_\_\_

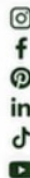
Graphic Style: \_\_\_\_\_

Other Elements: \_\_\_\_\_



## 7. PLATFORM STRATEGY

How you will show up on each platform.



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## 8. MEASUREMENT & SUCCESS METRICS

How you will track success.



Follower Growth: \_\_\_\_\_



Reach: \_\_\_\_\_



Conversions: \_\_\_\_\_



Engagement Rate: \_\_\_\_\_



Website Clicks: \_\_\_\_\_



Other: \_\_\_\_\_



## 9. NOTES & NEXT STEPS

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# Content Strategy Planner



BRAND / BUSINESS: \_\_\_\_\_

DATE: \_\_\_\_\_



## 1. GOALS

What do you want to achieve with your content?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 2. TARGET AUDIENCE

Who are you creating content for?  
What are their needs & interests?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 3. KEY MESSAGES

Core messages you want your audience to remember.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 4. CONTENT PILLARS

Main themes that guide your content.

1

\_\_\_\_\_

2

\_\_\_\_\_

3

\_\_\_\_\_

4

\_\_\_\_\_

5

\_\_\_\_\_



## 5. CONTENT TYPES

Types of content you will create.

☐ Blog Posts \_\_\_\_\_ ☐ Videos \_\_\_\_\_ ☐ Social Media Posts \_\_\_\_\_ ☐ Emails \_\_\_\_\_ ☐ Other \_\_\_\_\_



## 6. CONTENT PLAN OVERVIEW

Plan your key content in advance.

| TOPIC / CONTENT IDEA | CONTENT PILLAR | CONTENT TYPE | PLATFORM | PUBLISH DATE | PURPOSE / GOAL |
|----------------------|----------------|--------------|----------|--------------|----------------|
|                      |                |              |          |              |                |
|                      |                |              |          |              |                |
|                      |                |              |          |              |                |
|                      |                |              |          |              |                |
|                      |                |              |          |              |                |



## 7. DISTRIBUTION STRATEGY

How will you promote and share your content?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 8. MEASUREMENT & SUCCESS

How will you measure the success of your content?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 9. NOTES & NEXT STEPS

\_\_\_\_\_  
\_\_\_\_\_



# Marketing Campaign Planner



CAMPAIGN NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## 1. CAMPAIGN GOAL

What do you want to achieve with this campaign?

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## 2. TARGET AUDIENCE

Who are you trying to reach?

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## 3. KEY MESSAGE

What is the main message you want to communicate?

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## 4. CAMPAIGN OVERVIEW

Briefly describe your campaign.

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## 5. MARKETING CHANNELS

Where will you promote your campaign?

- |                                                |                                                         |
|------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Social Media _____    | <input type="checkbox"/> Influencer / Partnership _____ |
| <input type="checkbox"/> Email Marketing _____ | <input type="checkbox"/> Print / Offline _____          |
| <input type="checkbox"/> Website / Blog _____  | <input type="checkbox"/> Events / Webinars _____        |
| <input type="checkbox"/> Paid Ads _____        | <input type="checkbox"/> Other _____                    |



## 6. CAMPAIGN TIMELINE

Key dates and milestones.

Start Date: \_\_\_\_\_

Launch Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Review Date: \_\_\_\_\_



## 7. CAMPAIGN ACTION PLAN

List the key actions you need to take.

| ACTION | RESPONSIBLE | DEADLINE | STATUS                                                                                              |
|--------|-------------|----------|-----------------------------------------------------------------------------------------------------|
|        |             |          | <input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Completed |
|        |             |          | <input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Completed |
|        |             |          | <input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Completed |
|        |             |          | <input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Completed |



## 8. BUDGET PLAN

Estimated budget for this campaign.

Total Budget: \_\_\_\_\_

Allocated Budget: \_\_\_\_\_

Actual Spend: \_\_\_\_\_

Notes: \_\_\_\_\_



## 9. SUCCESS METRICS

How will you measure the success of this campaign?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 10. NOTES & NEXT STEPS

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# Brand Consistency Checklist



Use this checklist to ensure your brand stays consistent across all touchpoints.

BRAND / BUSINESS: \_\_\_\_\_

DATE: \_\_\_\_\_

| CATEGORY                                                                                                     | WHAT TO CHECK                                                                                                                                                                                                    | YES                   | NO                    | NEEDS WORK            | NOTES                            |
|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| <br>LOGO & VISUALS          | <ul style="list-style-type: none"><li>• Logo is used correctly</li><li>• Colors are consistent</li><li>• Typography is consistent</li><li>• Visual style is consistent</li></ul>                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | _____<br>_____<br>_____<br>_____ |
| <br>BRAND VOICE & MESSAGING | <ul style="list-style-type: none"><li>• Tone of voice is consistent</li><li>• Messaging aligns with brand values</li><li>• Key messages are clear</li><li>• Language is audience-appropriate</li></ul>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | _____<br>_____<br>_____<br>_____ |
| <br>CONTENT & DESIGN      | <ul style="list-style-type: none"><li>• Content reflects brand identity</li><li>• Imagery matches brand style</li><li>• Templates are used consistently</li><li>• Design elements are aligned</li></ul>          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | _____<br>_____<br>_____<br>_____ |
| <br>SOCIAL MEDIA          | <ul style="list-style-type: none"><li>• Profile pictures are consistent</li><li>• Banners/Covers match brand</li><li>• Post style is consistent</li><li>• Captions reflect brand voice</li></ul>                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | _____<br>_____<br>_____<br>_____ |
| <br>WEBSITE & DIGITAL     | <ul style="list-style-type: none"><li>• Website reflects brand identity</li><li>• Colors &amp; fonts are consistent</li><li>• Messaging aligns with brand</li><li>• User experience is on-brand</li></ul>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | _____<br>_____<br>_____<br>_____ |
| <br>CUSTOMER EXPERIENCE   | <ul style="list-style-type: none"><li>• Brand promise is delivered</li><li>• Communication is consistent</li><li>• Experience matches brand values</li><li>• Brand is recognizable at every touchpoint</li></ul> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | _____<br>_____<br>_____<br>_____ |



## NOTES & NEXT STEPS

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# Monthly Brand Goals



MONTH: \_\_\_\_\_

YEAR: \_\_\_\_\_



## 1. TOP PRIORITIES THIS MONTH

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## 2. BRAND VISION FOCUS

What part of your brand vision are you focusing on this month?

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## 3. MONTHLY BRAND GOALS

| GOAL | WHY IT MATTERS | KEY ACTIONS | TARGET DATE | SUCCESS METRIC |
|------|----------------|-------------|-------------|----------------|
|      |                |             |             |                |
|      |                |             |             |                |
|      |                |             |             |                |
|      |                |             |             |                |
|      |                |             |             |                |



## 4. MARKETING & CONTENT FOCUS

What content or campaigns will move your brand forward?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 5. BRAND GROWTH AREAS

What areas will you focus on improving?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 6. RESOURCES & SUPPORT NEEDED

What do you need to achieve your goals?

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## 7. END-OF-MONTH REVIEW

How did you do? What wins will you celebrate?

Wins: \_\_\_\_\_

What I learned: \_\_\_\_\_

What I will improve next month: \_\_\_\_\_



## NOTES & IDEAS

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# Brand Growth Tracker



MONTH: \_\_\_\_\_

YEAR: \_\_\_\_\_



## 1. GROWTH FOCUS

What area of your brand are you focusing on this month?

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## 2. GOALS

What specific growth goals are you aiming to achieve?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 3. STRATEGY

What strategies or actions will help you achieve your goals?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 4. SUCCESS INDICATORS

How will you measure success?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 5. BRAND GROWTH METRICS

| METRIC                            | THIS MONTH<br>(Actual) | LAST MONTH<br>(Previous) | CHANGE<br>(+/-) | GROWTH %<br>(%) | NOTES |
|-----------------------------------|------------------------|--------------------------|-----------------|-----------------|-------|
| Social Media Followers            |                        |                          |                 |                 |       |
| Engagement Rate (%)               |                        |                          |                 |                 |       |
| Website Traffic                   |                        |                          |                 |                 |       |
| Email Subscribers                 |                        |                          |                 |                 |       |
| Sales / Revenue                   |                        |                          |                 |                 |       |
| Brand Mentions                    |                        |                          |                 |                 |       |
| New Partnerships / Collaborations |                        |                          |                 |                 |       |
| Other (Your Metric)               |                        |                          |                 |                 |       |



## 6. WINS THIS MONTH

What went well?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 7. CHALLENGES

What challenges did you face?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 8. NEXT STEPS

What will you do next month?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 9. NOTES & REFLECTION

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## BRAINSTORMING SPACE

## IDEAS & NEXT STEPS





# Action Plan & Next Steps

FOCUS AREA: \_\_\_\_\_

DATE: \_\_\_\_\_



## 1. ACTION PLAN

| ACTION STEP<br>What will you do? | WHY IT MATTERS<br>(Purpose) | WHEN<br>(Deadline) | WHO<br>(Owner) | STATUS                | PRIORITY |
|----------------------------------|-----------------------------|--------------------|----------------|-----------------------|----------|
|                                  |                             |                    |                | <input type="radio"/> | ☆☆☆      |
|                                  |                             |                    |                | <input type="radio"/> | ☆☆☆      |
|                                  |                             |                    |                | <input type="radio"/> | ☆☆☆      |
|                                  |                             |                    |                | <input type="radio"/> | ☆☆☆      |
|                                  |                             |                    |                | <input type="radio"/> | ☆☆☆      |
|                                  |                             |                    |                | <input type="radio"/> | ☆☆☆      |



## 2. KEY MILESTONES

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_



## 3. POTENTIAL CHALLENGES

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 4. SOLUTIONS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 5. NEXT STEPS (WHAT TO DO FIRST)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## 6. SUCCESS LOOKS LIKE

How will you know  
you've achieved your goals?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## NOTES & REMINDERS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

