

# BRAND 2.0

AUDIT YOUR STRATEGY & TAKE YOUR BRAND TO THE NEXT LEVEL

Briefly describe the services your company provides.

	<b>WHAT</b>
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Why does your company do what it does (mission)?

	<b>WHY</b>
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What values inspire and guide your organization? Choose the top 3.

	<b>VALUES</b>
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What are the top three revenue sources for your company (in order)?

	<b>REVENUE</b>
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What are three goals driving business decisions in 2023/2024?

**GOALS**

Do you see your company expanding services / product line in the next five years? Briefly describe any plans for expansion.

**LONGVIEW**

Describe your client demographics (include age, gender, income, industries, etc).

**WHO**

Briefly describe an ideal client for your company.

**AMBASSADOR**

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Why would a client choose your company every other alternative?

VALUE PROP

What is your biggest hurdle when talking to a potential client?

CHALLENGES

Who are your three main competitors?

COMPETITIVE SET

What is your primary objective for all marketing efforts?

MARKETING

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Provide the top three things (in order) you would like your your customers to learn about your brand when viewing your website / brand communication vehicle.

**CONTENT STRATEGY**

Provide the top three actions you want customers to take when interacting with your website / brand communication vehicle.

**ENGAGEMENT STRATEGY**

What inspires you? Provide visuals, written communications, ideas that will inform the creative process.

**INSPIRATION**

Please email final questionnaire to [corti@dotthinkdesign.com](mailto:corti@dotthinkdesign.com).

A Dot Think team member will reach out to schedule your Brand Discovery Workshop.

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Dot Think is a branding, marketing & design firm with a passion for helping community-focused organizations elevate their brand. Informed by your goals, we amplify your message through design thinking, user experience architecting and best-in-class technology. With a full range of services from branding to SEO, we help you expand your reach and engage your audience – so you can do more to change the world. **Let's collaborate. (203) 364-4565**