

# Image 4 Branding & Strategic Marketing Assessment

How brand savvy is your organization? Is your Marketing helping create a unique, differentiated Brand presence? Here's Step 1 in discovering the answers. Take this quick quiz — 25 simple yes/no questions — and keep track of your answers.

1. *We know what a Brand Strategy is*
2. *We have a differentiated Brand Strategy, and everyone on our management team agrees what that is*
3. *We have a Brand Identity manual and formalized Brand Guidelines for staff*
4. *Employees understand our Brand and how they bring it to Life*
5. *We understand what is a Brand Experience*
6. *We deliver a consistent Brand Experience across all touchpoints*
7. *Creating Brand awareness is not a challenge in our market(s)*
8. *Our marketing plan is tied to our strategic vision and organizational objectives*
9. *We are able to achieve all our marketing objectives with the annual budget*
10. *We are able to reliably establish our marketing ROI*
11. *We don't have to compete solely on the basis of rates and fees*
12. *We are on track to hit all our lending and deposit goals*
13. *We have implemented high-performing onboarding, cross-selling and customer acquisition strategies*
14. *We have mastered data analytics and customer segmentation strategies*
15. *We have customer retention/attrition firmly under control*
16. *Our brand attracts a steadily growing number of Gen-X and Y consumers*
17. *We have an advanced digital marketing strategy encompassing SEM, retargeting and advertising in social media channels*
18. *We understand and measure our Channel strategy*
19. *We have aligned our Branch channel and our Virtual channel*

20. *Our mobile and social ads are producing measurable results*
21. *We have a social media strategy that generates a clear ROI*
22. *Our email and print direct marketing campaigns get better than average response rates*
23. *We express a clear Value Proposition in every marketing piece and every marketing event*
24. *We clearly present the Value Proposition in-branch*
25. *Our marketing team(s) work sync cohesively with sales, lending, compliance and other divisions*

## Score

1-6 YES answers: Struggling. Are you ready for what is coming?

7-12 YES answers: Vulnerable. Wake up and Smell the Coffee, and plan on a year of hard work.

13-18 YES answers: Strong Potential. Congratulations, just some Continuous Improvement work to be done

19-25 YES answers: Branding and Marketing Rockstar!

Image 4 has developed, designed and delivered Branch Alignment for Banks and Credit Unions across the country. For nearly 30 years, we've helped our clients stand out in their markets, present a powerful, aligned brand presence, and focus on their customers' path-to-purchase. We're committed partners in the success of our customers, and proud to watch them succeed.

Contact Image 4 Principals today if you are interested in an exploratory chat. No obligation, just a call or coffee to learn if we're a good fit and if we can help your institution grow and serve customers.

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