



CUSTOMIZED BRAND EVALUATION

Tenmile Marketing

OBJECTIVES

- Unlock brand potential by understanding which aspects of your marketing strategy are thriving and which could use more focus or investment.
- Ground your go-forward marketing plans in business objectives to drive more meaningful results.
- Stay up-to-date with what other best-in-class brands are doing to win in your category.
- Move quickly – putting insights into action.

3-week process

Week 1

Business deep dive leveraging background documents and stakeholder interviews

Foundation

Mission, vision, values, purpose, culture

Business goals

Brand & marketing goals

Week 2

Evaluate existing frameworks that guide marketing strategy, identifying focus areas

Frameworks

Brand platform

Audience personas

Competitive landscape & whitespace

Tone of voice & messaging

Week 3

Analyze marketing performance, providing recommendations to better support business goals

Go-to-Market Strategy

Content strategy

Channel strategy

Influencer strategy

Public relations

Final deliverable

Deliver comprehensive brand evaluation in PowerPoint format, including go-forward recommendations on:

- Valuable frameworks or research that could bring focus and clarity to marketing strategies
- Content opportunities supported by the brand
- Channel considerations and marketing spend allocation based on current performance data
- Additional brand building vehicles such as influencers, events and media outreach
- Prioritization of outlined recommendations to drive impact

TENMILE MARKETING

With over 15 years of agency and client-side experience, Tenmile Marketing provides branding and marketing solutions to fast-paced, agile businesses. From brand strategy to content strategy to go-to-market planning, we drive focus and momentum to deliver results.

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simantel

A stylized, monochromatic illustration of a mountain range. The mountains are depicted with numerous fine, parallel lines that follow the contours of the peaks and valleys, creating a sense of depth and texture. In the upper right corner, a large, simple circle represents the sun or moon. The entire scene is set against a dark, solid background.

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