



A Brand Check Up

How your brand communicates its abilities, products, or services in the digital world can be assumed on point but instead missing the mark.

Being constant, cohesive, and clear allows the public to be informed, more likely to react and make their life complete.

Get a regular brand check-up. Your audience will thank you for it.

GET DISCOVERED.

- Have you created or claimed a business listing on Google My Business or Yelp?
- Are you on all major online directories and listings with the same information?
- Do you have profiles and interact regularly on at least two social channels like Facebook, Instagram, Twitter, Linked In, YouTube, Snapchat, Pinterest, or TikTok?
- Do you have key industry content and SEO on each website page?
- Do you have web pages for each of your core services or products?

GET SELECTED.

- Do you have an automated strategy and solution for collecting online reviews?
- Do you have a strategy and solution to ask for reviews regularly?
- Do you know what your review ratings are on Google and Facebook?
- Are you regularly updating authentic images/videos/content?
- Do you have a FAQ page and search option on your website?
- Do you use paid social or digital media ads for promotions or announcements?

GET ENGAGED.

- Do you have a list of all current and past customers?
- Do you have explicit permission to send SMS and emails to your customers?
- Do you personalize the messages that you send to your customers?
- Do you know which customers are new, loyal, repeat, lost, etc.?
- Are you messaging or emailing using a CRM with scheduled publishing?
- Do you know what customers want to keep them coming back?



Hire KD to complete your Brand Check-Up. \$500 for SMBs with less than 5 employees. This assessment will provide insight into areas that should be developed or opportunities to create better business potential.

GET STARTED - gain a partner and grow your brand! Email hello@kdconsult.com.