

Brand Management Report Card

Here's a quick & easy way to "take yourself to grad school" without the tuition! Take our on-line tutorial on whether your Brand Marketing Management strategies warrant a "passing grade." Simply select your grade for each item and see your score at the bottom. We hope you're a "Marketing Valedictorian!"

We know our consumers lifestyles, where they reside, & what emotional benefits they derive from our brand.

A B C D F

Our brand positioning is known to our consumers confirmed by high levels/measures of awareness & recall.

A B C D F

We have a business appropriate logo, tagline & mission statement.

A B C D F

Our brand stays visible to our target market through both traditional & social media marketing.

A B C D F

We engage our consumers in interactive Blogs, postings & through telephone & on-line CRM.

A B C D F

We conduct ongoing surveys to determine our consumer's perception of our brand and its brand promise.

A B C D F

Our internal & external brand messages & images are clear, consistent & compelling.

A B C D F

We support causes of charities that share our vision & our consumers aspirations.

A B C D F

We monitor our brands market share by Product category, channels & consumer types/segmentation models.

A B C D F

We know our brand's market value as a financial asset for licensing, loans, M & A transactions etc.

A B C D F

If you averaged a "B+" (3.5 GPA) or higher - We congratulate you in advance for what will be a terrific year. If not, why not give us a call 609-577-5700 or email us at bill@wdamarketing.com.

YOUR SCORE