

BAD-A** BRAND CHECKLIST

✓ A Compelling Brand Story + Mission.

Who the eff are you, and how did you get here boo?? Why the heck should your customers/clients care? And if these questions make you want to retreat to your safe space. Don't go there, girl (or guy) - you've got a story, I know you do. Let's hear it!

✓ A Captivating Personality.

And I don't mean yours, you charmer. Although that may be part of it. I mean your brand. She should have her own personality. And it should remind you of a television show character's too. Dramatic, quirky, exaggerated, bold. There should be no question as to whether your brand (if she were a real live woman), loves champagne and cuss words, or lives for her Sundays in church. So who is she??

✓ Photos That Tell a Story.

No matter what industry you're in, great imagery matters! Stock photos have a time and place. Like to use in making those 100s of social media posts each year, maybe. But not front and center on your website. Not in Facebook ads that you are paying to promote. A kick-ass brand, will have kick-ass photos too. And these really do much of the work in setting the mood, tone, and feel of your brand. Don't skimp here.

✓ A Memorable Customer Journey.

From social media post, funnel, sales page or lead through to your final thank you email. Have you made the entire customer/client experience memorable? Have you infused your brand's story or personality wherever you could. Every moment matters, and is a chance to strengthen your brand and your relationship with your customer!

✓ A Logo as Powerful as the Rest of your Brand.

I mention this one last for a specific reason. Not because it isn't as important as any of these other items. But because this is what MOST people think branding is, when in truth - branding is about SO MUCH MORE than just your logo and color scheme. People tend to put a ton of pressure on having the perfect logo, when really your logo should be a simple, clean, symbol that holds all the power that you've infused into your already amazing brand.

EVERY STEP OF YOUR CUSTOMER'S JOURNEY MATTERS

Catch their attention.

- Organic Social Media Posts and videos (Facebook group/page, Instagram/Instagram Stories, Pinterest, etc.). Make sure the graphics, the copy, everything is ON BRAND.
- Paid brand awareness ads (Facebook, IG, Pinterest). SEO work (and yes, this is work)!

Get them to your pretty website.

- Organic social media calls to action (aka sharing your link everywhere you can under the sun, every way you can think of, as often as you can).
- Paid Facebook traffic ads (or other paid ads).
- This means having a well branded, beautiful (or sassy or bold, or whatever your brand IS) website, that is easy to navigate and has policies front and center.

Get them to follow you.

- On social media (FB, IG, Pinterest, Etc)
- Your app
- Your email list
- Your text club
- How can you promote these, how can you incentivize joining/following/downloading? These avenues are all great ways of promoting your boutique and getting traffic, BUT only if you have engaged ladies following you to see your messages!

Keep in Touch

- You have the followers. Now talk to them, girl!
- Post consistently (on brand, and often).
- Send out emails and/or text messages
- Push out notifications
- Don't be shy, if they like ya, they won't be bothered. If they unfollow you or unsubscribe, they just weren't that into you (#sorrynotsorry).

Close the Deal

- They've been following you, they've visited your website, and they've even added an item to their pretty cart! Now what?!?!?
- How can you re-target them and close the deal?
- Facebook messenger re-targeting, Facebook Retargeting Ads, Abandoned Cart/Checkout Emails, Etc. Again don't be shy!

Keep Them Excited, Even After Purchase

- Make sure you have great customized emails going out after their order (order confirmation, shipping emails, post-purchase emails, etc.).
- Have packaging that is on-point! Yes, I said on-point. Really tie up their experience, and even lure them into coming back and sharing about their experience (incentive for them to make their next order, request that they share a selfie using your #hashtag, etc.)!