



What's Your Brand Analysis?

Marsha Guerrier

Founder & Chief Executive Officer

info@hersuitespot.com

516-744-0259

**HER
SUITE
SPOT™**

www.hersuitespot.com

What's Your Brand Analysis



With technology and the internet creating many overnight sensations, retailers taking a conservative approach toward buying and wanting to make sure that the products on their shelves sell. Brand owners must be clear on their brand strategy, from marketing to promotions, packaging, and extensions.

Brands no longer can just serve a consumer need; today brands must create a consumer need.

Answer these questions to determine your viability:

What kind of brand is it (service/product)?

What makes it special?

What is your brand's personality like?

What's Your Brand Analysis

What is the need for your brand?

Who would be interested in the brand?

Why would a consumer want to purchase your branded products?

What is the emotional "hook"?

What are the brand's vision, mission, goals and core values?

What is the brand equity?

What gap in the marketplace are you trying to fill?

What's Your Brand Analysis

Who is your competition?



How are you different from, and superior to your competition?

What are the strengths, weaknesses, opportunities, threats (SWOT) of the Brand?

1. Strengths: _____
2. Weaknesses: _____
3. Opportunities: _____
4. Threats: _____

Who is the competition?

What is needed to develop a marketing and branding platform to create awareness of brand and provide support in the marketplace?

What's Your Brand Analysis



Develop a media communications plan: advertising, public relations, promotion

Who is the key target consumer?

What is the channel of distribution (website/social media)?

HOW WILL YOU BRAND GAIN EXPOSURE?

- Marketing Plan – maximize exposure for the brand and retailer and consumer demand.
 - Public Relations [consider working with a PR firm to get the buzz going]
 - Social media
 - Advertising
 - Promotions
- Develop a presentation to show to potential investors or partners and how you will support them.
 - Create a pitch deck that will communicate a cohesive branding message and uniformity in branding elements.
 - Introduction: What the brand is all about / About the Founder
 - Logo, Fonts, Color Palette should be consistent
 - Product concepts (how your brand/graphics translates and can be applicable to products)
 - Legal [trademark/copyright info]
- Create one sheet sales/marketing document that will communicate the message/vision of the brand/property. This is separate from the pitch deck. It is a “one sheet” that can be handed out to potential partners.

Marsha Guerrier
Founder & Chief Executive Officer
info@hersuitespot.com
516-744-0259

HER
SUITE
SPOT™

www.hersuitespot.com