

Brand & Marketing Checklist

Once major decisions have been made on strategy, most brands want to hit the ground running. Branding encompasses a unique visual language that will express itself across all applications. Regardless of the medium, the applications need to work in harmony.

Here's a checklist of potential touchpoints for your brand.

Content strategy

- Photos
- Videos
- Animations
- Interviews
- Infographics
- Graphics
- Blogs
- Illustrations
- Microsites
- Storytelling
- Event livestreams
- Ads
- Podcasts
- White papers
- eBooks
- Memes

Website

- Initiate plan
- Users defined
- Content strategy
- Create prototypes
- Visualise
- Production
- Launch + monitor

Website Optimisation

- Loading speed
- Mobile usability
- Landing page
- SEO
- SEM
- Conversion rate optimisation
- A/B Split testing

Digital platforms / Social Media

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- TikTok
- Pinterest
- Reddit
- Snapchat
- Tumblr
- Nextdoor
- WhatsApp
- Messenger
- Quora

Advertising

- Social media marketing
- Media buying
- Display advertising
- Print
- Internet
- Podcast
- Radio
- Television
- Newspaper

Collateral

- Stationary kit
- Business cards
- Letterheads
- Envelopes
- Promotional items
- Printed & digital brochures
- Printed & digital newsletters
- Catalogs
- Literature
- Direct mail
- Point-of-Sale
- Vehicle wraps
- Tradeshow display
- Exhibition stand
- Branded powerpoint
- Vehicle wraps
- Uniforms
- Placemaking
- Packaging