

# BRAND REFRESH CHECKLIST



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## STEP 1

### Do a brand investigation phase, and be honest with yourself

- What is the purpose of my business? Has it changed?
  
- If so, what is my new objective?
  
- Do my website and all other social platforms reflect the discoveries from the above questions?  
 Website    Instagram    Facebook    Twitter    LinkedIn    Other \_\_\_\_\_

## STEP 2

### Understand your target audience (the old and the new)

Since you've launched your brand, customer needs have likely evolved in the process. To address loyal customers and bring in new ones, ask questions via social media to see what your customers think of your brand. Here are common questions you might pose. Feel free to record your most popular responses/comments below.

- What's something you haven't seen from us that you want to?
  
- How can we improve our brand?
  
- What's your favorite product?
  
- Ask me anything.

Interacting with your customer base is a great way to build personal relationships and understand what drives people's decisions. Additionally, it may help you understand if there's a fresh category you may be able to tap into.

## STEP 3

### Research your competition

- Where are the market gaps?
  
- How can you separate yourself from your competitors? What makes you and your products/services unique?
  
- Is there something other companies are doing better than you?

## STEP 4

### Plan your refresh

- Decide which elements need a refresh and make updates.
  - Color scheme
  - Slogan/Tagline
  - Logo
  - Website
  - Social media presence
- Plan a re-design for your website layout, features, navigation menu. Is it easy for visitors to find what they need on the site? If not, how can you make it more efficient?
  
- Enlist new brand ambassadors. List potential candidates here:

- Think of all your social media accounts. Are they consistent with logo design? Is there anything missing or outdated? How can you be more present?

Website/Blog \_\_\_\_\_ Twitter \_\_\_\_\_

Instagram \_\_\_\_\_ LinkedIn \_\_\_\_\_

Facebook \_\_\_\_\_ Other \_\_\_\_\_

## STEP 5

### Execute your refresh

Launch your brand refresh across your website and all of your marketing platforms. Watch as your brand will transform while maintaining its authenticity and customer relationships along the way! Remember that evolution is a constant process — track key performance indicators to make adjustments along the way.