MATT BACAK'S CHECKLIST

Checklist 13 - Branding

Project Name: _____   **Date:** _____

		Yes	No

The next step after establishing your product and your audience is branding. Always strive to create a strong brand that will have an effect on your customers post purchase. When branding, it is imperative to factor in how relevant your brand is to your target audience. Your brand ultimately influences your reputation, as well as your visibility in the market place and as such, it is important to develop a strong brand. Here is a checklist detailing brand development strategies for your POD business.

1 Align your brand strategies with your business objectives. ☐ ☐

2 Check that your brand name is short and simple to pronounce. ☐ ☐

3 Come up with a catchy and memorable name for your brand. ☐ ☐

4 Consider using name generator tools such as Namestation, Namelix, and Wordoid. ☐ ☐

5 Consider purchasing a custom domain name.

Notes

Matt Bacak's Checklist

Checklist 13 - Branding

6 Check that your domain name is available by using tools such as Name.com.

7 Create a logo and design a template.

8 Communicate your brand through your website and your tagline.

9 Determine your brand's value proposition.

10 Determine whether your brand resonates with your target audience.

11 Develop your website.

12 Determine your brand positioning.

Notes

Page 2

Checklist 13 - Branding

13

Develop a marketing toolkit for your brand.

14

Determine messaging strategies for your brand.

15

Maintain consistency in your brand presentation in terms of color palette, logo design.

16

Check that your brand is flexible enough to accommodate new trends and changes in the market.

17

Check that the language used is an extension of your brand's personality.

18

Leverage social media to increase your brand's discoverability.

19

Avoid copying brand names and designs from your competitors.

Notes

Checklist 13 - Branding

20 Check that your brand identity establishes a connection with your target audience.

Notes