

Capabilities & Engagement Opportunity

Jan 2017

Overview

Longevity in the marketplace depends on establishing a consistent brand presence that is authentic and easy to support and share. Today's market demands brand integrity. Getting there includes:

- Clear product definition and value
- Alignment across vision, brand story and visual identity
- Strategic hiring, role definition and partner/vendor oversight
- Proactive management of brand voice, content funnel and ambassadors
- Willingness to pivot, rebrand or relaunch.

Business Capabilities: Brand Development & Strategy

Product

- MVP Definition or Pivot
- Feature Sets
- RFP Drafting

Partners

- Agency Vetting (Creative/Digital/Ad)
- Partner Oversight & Management

Brand & Communications Audit

- Digital Asset Audit & Assessment
- Team Vision & Values Audit

Brand Identity Recommendations: Guidebook

- Product Definition
- Key Market Differentiators
- Company Story/Overview
- Vision / Mission
- Brand Pillars
- Value Proposition/Brand Promise
- Core Values (pillars of company culture)
- Ethos
- Look & Feel
- Voice & Tone
- Keywords
- Key Messaging & Talking Points

Marketing Strategy & Creative

- Website & Campaigns: Messaging, Content, Flow
- Persona Development
- Content Calendar Mapping
- Copy & Content guidelines and use cases
- Partnership & Affiliate Alignment and Vetting
- Digital Advertising Strategy & Content Oversight

Communications Strategy & Media Relations

- PR Strategy Assessment & Recommendations
- Crisis Communications Expertise
- Community Relations Engagement & Expertise

Corporate Social Responsibility

- Engagements & Campaign Recommendations
- Department Development & Initiatives

Individual, Founder & Team Capabilities

Personal Brand Development

- Lifestyle & Career Assessment
- Digital Presence Audit
- Bio, Boiler & Digital Asset Recommendations
- Brand Positioning
- Social/Digital Strategy

Work-Life Coaching & Team Dynamics

- Leadership interviews
- Role Definition & Organizational Conflict Mitigation
- Company Culture Evaluation and Recommendations

Wellness

- Plan recommendations for team or individual wellness paths.

Education, Workshops & Team Training

- Brand Ambassadorship Training
- Money & Value Trainings & Workshops (for sales associates)
- Career Development/Personal Brand Workshops