



The Brand Building Checklist

The Essentials for Building Your Digital Brand with Confidence

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Whether you are building your brand from the ground up or re-branding your existing company proper preparation is necessary to make sure the entire process goes smoothly. It is ultimately a collaborative process between you, your team, and the branding company. The more you can prepare up front the better the outcome.

“ Give me six hours to chop down a tree and I will spend the first four sharpening the axe.

- Abraham Lincoln

- Make sure all decision makers understand the value and importance of branding.
- Write down clear objectives you wish to achieve with building your brand.
- Identify who in your company will need to participate in the brand building process.
- Schedule time for the process and stick to it.
- Make sure your marketing team/partner/staff is ready and able to contribute.
- Determine an appropriate budget based on the size and complexity of your project.
- Schedule a realistic timeline to complete the project. Consider time for preparation and delivery of individual components included in the project.
- Compile existing content such as marketing collateral, service and product descriptions, team member summaries, and company history.
- Select your branding firm to plan and build your new digital presence.

About Clicked Studios

Based in St. Louis, MO, Clicked Studios is a different kind of design and development firm with its strategy-first approach to creative execution. With expertise in brand strategy, web design, development, copywriting, and digital marketing, Clicked Studios helps small businesses become engaging brands that forge lasting customer relationships.

Ready to build your brand?

Enter **The BrandEdge™**, our in-depth strategic interview and analysis session. Clicked Studios will guide your company through our 34-point framework to see how your positioning, identity, messaging, and other important factors affecting your digital presence compare to your top competitors.

Learn more about this special service at:

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