



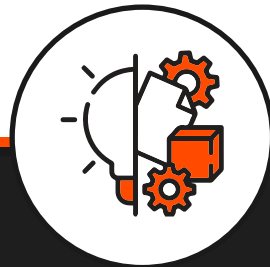
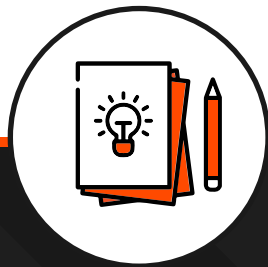
THE COMPLETE BRAND BUILDING + MARKETING

CHECKLIST



01

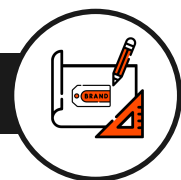
Your Brand



**Is Your Brand
Set Up For Success?**

Mark ✓ if **YES**. Leave it blank if **NO**

Brand Identity



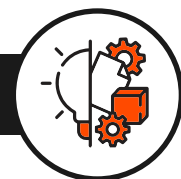
- Brand Name** - Does the name of your company align with your brand story? Is it unique and easy to remember?
- Brand Tagline** - What phrase communicates who you are and what you offer to the market in the most unique way possible.
- Unique Mark** - Does your logo differentiate you in the market? Is it unique and easy to remember?
- Brand Style Guide** - Does your company have a professional look and feel across every interaction your customers have with your company?

Brand Message



- Brand Story** - Who are you? What's your story? Do you have a story that explains who you are?
- Brand Voice** - Does your message clearly tell what you offer customers? Does your website or marketing collateral communicate what problem you solve for your customers?
- Brand Belief** - What are your values? What do you believe in, and how do you communicate it to your customers?

Brand Strategy



- Customer Avatar** - Do you know your ideal customer?
- Target / Niche** - Do you know where your ideal customer is getting their information? Have you chosen a Niche?
- Chase List** - Do you have a list of KNOWN prospects that you hand selected & feel confident that they would be a great fit for your services?
- Competitors** - Do you know your competitors? Do you know where you stand in the marketplace and how you compare to your competitors?
- Unique Offering** - Do you offer something that your customers can't get anywhere else?
- Your One Liner** - Do you have a simple statement that helps potential customers know who you serve and what problem you solve? Example: We help [target market] with [problem] by [solution] so they [get this result].

Mark **✓** if **YES**. Leave it blank if **NO**



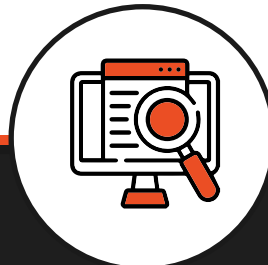
Brand Assets

- | | |
|---|--|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Website |
| <input type="checkbox"/> Brand Style Guide | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Company Apparel / Uniforms |
| <input type="checkbox"/> eMail Signature Template | <input type="checkbox"/> Branded Promotional Items |
| <input type="checkbox"/> Letterhead (Digital + Print) | <input type="checkbox"/> Banner Stand |
| <input type="checkbox"/> Forms - Contracts/Quote Templates | <input type="checkbox"/> Trade Show Display |
| <input type="checkbox"/> eMail Newsletter Template | <input type="checkbox"/> Video Overview or 60 Sec Commercial |
| <input type="checkbox"/> Social Media Profile Art | |
| <input type="checkbox"/> Social Post Art Template | |
| <input type="checkbox"/> Signage (office, banners, yard signs etc.) | |
| <input type="checkbox"/> Vehicle Graphics | |
| <input type="checkbox"/> Sales Flyer | |
| <input type="checkbox"/> Sales Letter | |
| <input type="checkbox"/> Sales Presentation | |
| <input type="checkbox"/> Print Ad Template | |
| <input type="checkbox"/> Digital Ad Template | |
| <input type="checkbox"/> Door Hanger/Postcard | |
| <input type="checkbox"/> Brochure | |

02

Your Website

Website



**Is Your Website Ready To
Attract New Business?**

Mark ✓ if **YES**. Leave it blank if **NO**

Domain



- Domain Name: Is your domain name short and memorable?
- Domain Name: Does your domain name include any keywords?
- Domain Name: Are you using branded email addresses (e.g.,john@myelectrician.com)?

Design



- Is your website visually appealing? Does your website give your customers a good first impression of your company?
- Is your design clean and clutter-free with high-quality images and consistent colors and typefaces?
- Do you have your phone number in the top right hand corner?
- Does your website adapt to different screen sizes and display correctly on mobile phones,tablets, desktop computers, and laptops?
- Do you have clear calls to actions for visitors to take?
- Do you have lead capture forms on your website?
- Do you have a calendar link or appointment booking system on your website?
- Do you have professional photography of your products or services?
- Do you have photos and bios of your team on your site?
- Do you have any video on your site (of you, your team, and/or clients)?

Mark ✓ if **YES**. Leave it blank if **NO**

Local Search



- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you posting to Google My Business weekly & responding to questions?
- Does your website rank on page one for your most important keywords?
- Do you have pages for each of your products or services?
- Do you have pages for each of the cities you serve?
- Do you have pages for the brands that you service/install?
- Do you have your main keywords in the title tag on every page of your website?
- Do you have unique meta descriptions for each page?
- Do you have unique content on every page of your website?
- Are you on all the major online directory listings with the same company name, address, and phone number?
- Do you have an embedded Google map to your office/shop?
- Is Google Analytics installed and do you regularly review your stats?

03

Your Experience



**Are You Cultivating
Your Online Reputation?**

Mark **✓** if **YES**. Leave it blank if **NO**

5-Star Rating



- Do you have any online reviews?
- Do you promote your online reputation via social media?
- Do you have a proactive strategy for getting new online reviews?
- Are you requesting a review every time you serve a customer?

Experience



- Does your website showcase your work and experience?
- Are there testimonials from past clients on your site?
- Do you have any professional certifications?
- Are you a member of any professional associations?
- Do you get involved in your local community and target market?
- Do you have links to your social media profiles on the site?
- Is there anything unique about your service?

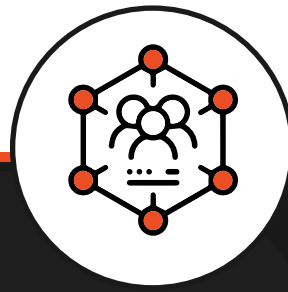
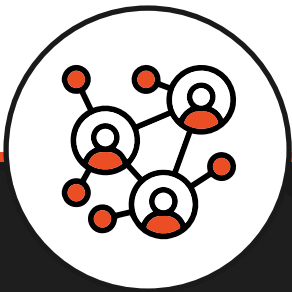
Education & Authority



- Are you sharing your knowledge with potential customers about your services with no strings attached or a sales pitch?
- Do you offer free advice, informative white papers, and checklists to potential customers?
- Do you position yourself as an authority and reliable source of knowledge for your industry on social media?
- Are you directing potential clients to your website to download a free report, e-book, white paper (downloadable PDF) from your website?
- Do you offer free estimates or a complimentary phone consultation, a no obligation meeting, etc.?

04

Your Network



**Are You Consistently
Communicating With Your
Clients, Trade Partners,
and Social Network?**

Mark **✓** if **YES**. Leave it blank if **NO**

Networking



- Do you have a list of networking partners?
- Are there any other trades you can partner with?
- Are there any suppliers or part manufacturers that you can partner with?
- Are you a member of your trade association?
- Do you attend any trade shows?

Social



- Do you have your business profiles set up on Facebook, LinkedIn, YouTube, and Instagram?
- Do you post to social media at least 3-5 times per week?
- Are you actively increasing followers on social media?
- Are you getting engagement on Facebook and Instagram?
- Do you monitor and respond to comments and messages on social media?

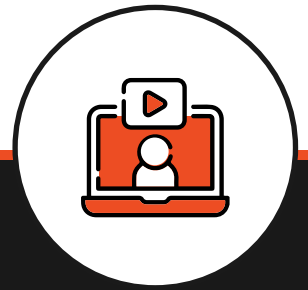
Referrals & Brand Ambassadors



- Are you consistently asking your customers for referrals?
- Do you have a system in place to nurture relationships with your customers, followers, and fans who already love and care about your brand?
- Do you offer your employees incentives or commissions for bringing on new business?
- Do you offer your customers and social network incentives or commissions for bringing on new business?
- Do you have any loyal customers or fans creating content such as videos and photos that they share with their followers?

05

Your Marketing



**Do You Have A
Multi-Channel Lead
Generation Plan?**

Mark **✓** if **YES**. Leave it blank if **NO**

Cold Outreach



- Do you have a list with your potential customers?
- Are you farming a target market?
- Are you door knocking in a specific neighborhood?
- Are you sending any offers or sales flyers to your potential customers via direct mail?

Email



- Do you have a database with your customers' email address?
- Are you staying in touch with your database via email? Do you write and send an email at least 1-2 times per month?
- Do you use a dedicated email newsletter or email automation tool? (like MailChimp, Constant Contact etc.)

Blogging



- Do you have a blog that is an integrated/seamless part of your website?
- Do you write and publish new content at least 1-2 times per month?
- Are your blog articles optimized for your main keywords?
- Do you have a clear call-to-action at the end of each article?
- Do you routinely share your blog posts on social media?

Mark **✓** if **YES**. Leave it blank if **NO**

Video



- Do you have a YouTube channel or Vimeo account to store and share videos? Do you have the login?
- Do you record or shoot videos that educate your customers about your services?
- Do you post your videos on your social media profiles? (Facebook page, Google My Business, Twitter, and LinkedIn etc.)
- Do you post your videos on your blog?

Advertising



- Are you running Google Ads?
- Are you running retargeting ads to your unconverted leads?
- Are you running targeted Facebooks ads to your ideal prospect base?
- Are you strategically targeting your ideal customers with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- Are you buying pay-per-lead services - Home Advisor, Angie's List, Thumbtack, etc.?

Follow Up + Nurture



- Do you have a CRM (Customer Relationship Management) system?
- Do you have an appointment booking system?
- Are you implementing a long-term nurture campaign?
- Do you have an appointment scheduling service? Or are you solely responsible for setting your own appointments?

Build Your Brand

- Brand Audit
- Brand Strategy
- Brand Identity
- Style Guidelines

Clarify Your Message

- Brand Story
- Unique Offering
- Your One Liner
- Marketing Script
- Website Content
- Marketing Collateral Content

Lead Generating Website

- Professional Custom Design
- Responsive Layout
- On-Page Optimization
- Content That Sells
- Conversion Optimization
- Optimized Product / Service PGs
- Optimized City Pages

Get Found Online

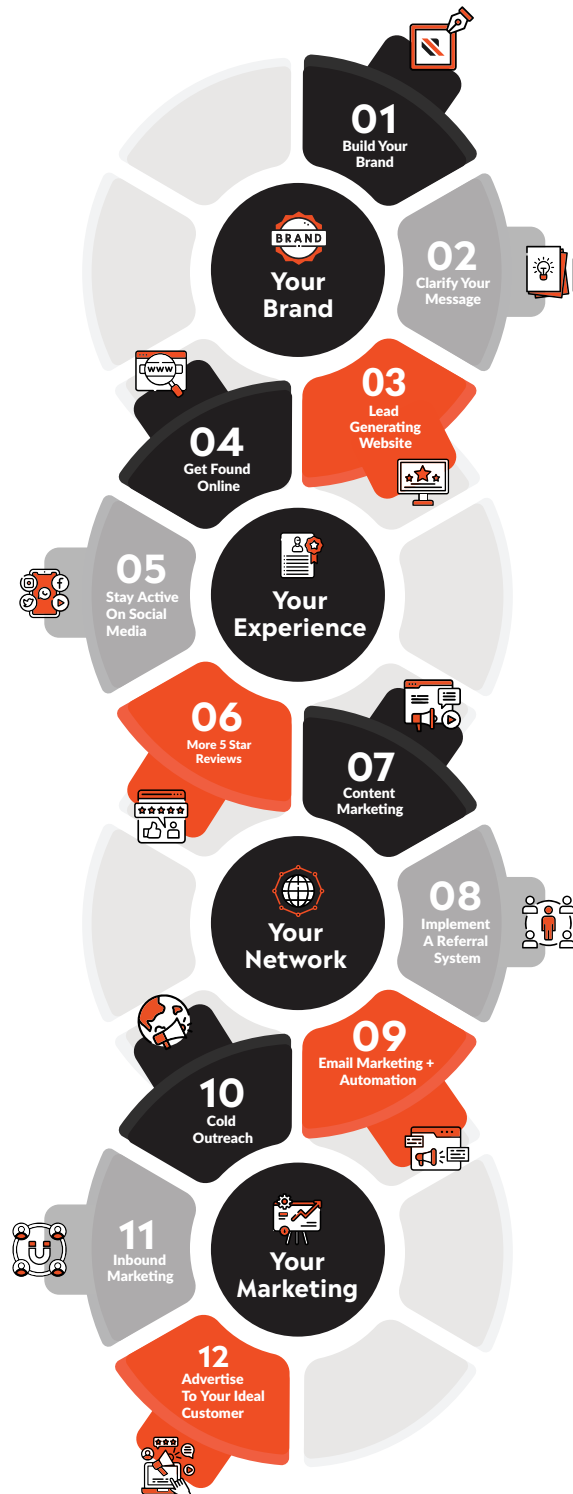
- Keyword Research
- Competitor Analysis
- Technical Site Audit
- Backlink Audit
- Claim Google Business Profile
- GBP Optimization
- Citation Audit
- Claim Business Listings
- White Hat Link Outreach
- Content Syndication

Get More 5 Star Reviews

- Review Request System
- Request Reviews
- Monitor & Respond To Reviews
- Share Reviews On Social Media

Stay Active On Social Media

- Social Profile Set Up
- Post On Social Media Consistently
- Grow Your Followers
- Convert Fans And Followers Into Brand Advocates



Content Marketing

- Educational Articles
- Educational Videos
- Webinars
- Social Media
- Email

A Referral System

- Reward Customers For Loyalty
- Create An Offer To Share
- Ask For Testimonials + Reviews
- Ask For Referrals

Email Marketing & Automation

- Follow Up Email Series
- Nurture Email Series
- Email Opt-in Funnel
- Consultation Funnel
- Guide Download Funnel

Cold Outreach

- Create A Prospect List
- Social Networking
- Networking
- Community Events
- Trade Associations
- Email
- InMail
- Cold Calling
- Direct Mail

Inbound Marketing

- Checklists
- Resource Lists
- Inspiration Lists
- Cheat Sheets / Swipe Files
- Worksheets
- Calculators
- Market Reports
- eBooks

Advertise

- Pay Per Click Ads
- Social Ads
- Retargeting Ads
- Podcast Ads
- Print Advertising
- Billboards
- Commercials



Who is RAXA Design?

Hi, My name is Brian Waraksa and I own RAXA Design, a graphic design + digital marketing agency in Houston, TX and for the last 15 years my team and I have been helping small business owners **like you** build their brands and manage their marketing. My team and I have generated millions in sales for our clients using our **BRAND BUILDING & MARKETING BLUEPRINT**. In fact, as of this moment, we've partnered with over 350 small business owners, initiated hundreds of millions in sales, and generate **THOUSANDS** of new leads every year for companies **like yours**.

If you have any questions regarding this The Complete Brand Building and Marketing Blueprint, feel free to reach out and connect with me. I'm always happy to help.

Creatively Yours,

Brian Waraksa



RAXA is a graphic design agency in Houston, TX that builds reputable brands for small business owners. We are your all-in-one on-demand online creative agency that makes it easy to get the creative support you need for your marketing and advertising.

BRIAN WARAKSA

Brand Manager

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O: 281.724.3603

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Need Help?

So, at this point you're probably thinking...
Now what? I need help implementing all of this.

**Schedule a FREE discovery call
with us at raxadesign.com.**

SCHEDULE A DISCOVERY CALL