



three moons collective

It ain't just a logo Your 360 Brand Experience Plan

Telling your brand story is important but living your brand story is imperative. What's the difference, you ask? The difference lies in the details of every interaction your brand has with customers and prospective customers. The difference is being able to define how you want to make people feel, and creating a 360 brand experience plan to make sure you're making people feel that way. The difference is what separates loving customers from customers (we know which you prefer).

Are you walking the walk and living your brand story?

Getting Started

Auditing your customer brand experience requires some serious self-awareness and attention to detail. We're going to provide you with a framework to analyze your brand at every possible touch point. Our advice to you through this process: keep an open mind, ask the tough questions, and never take your eyes off your why.

The Process

We've broken down this in-depth process into four essential phases:

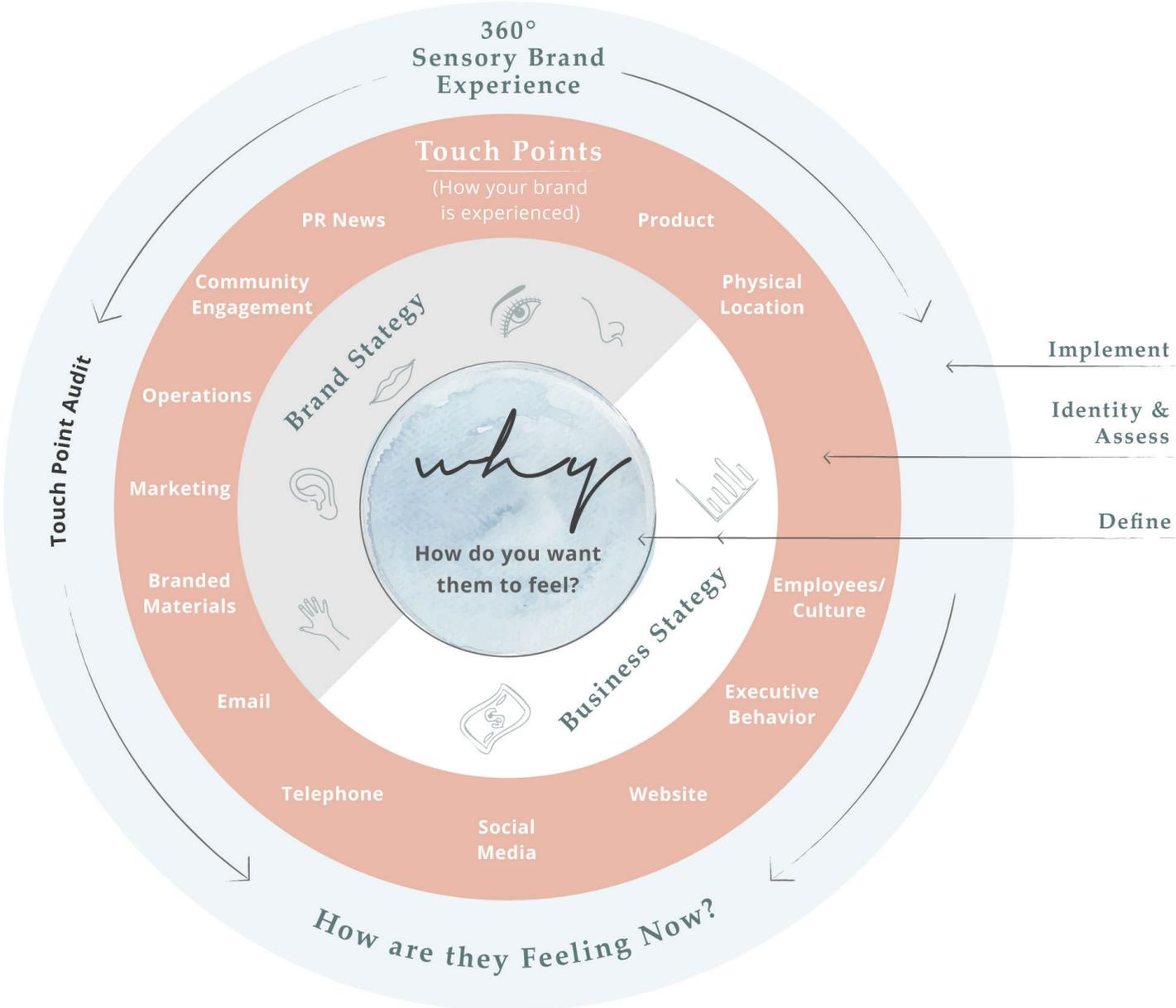
Define > Identity > Assess > Implement

Define - You'll begin by defining your why - the cornerstone of your business. Expanding upon that, you will create your brand and business strategies. In this phase, you establish your home base; your north star; your brand truths.

Identify - This is where you look at every possible scenario in which your customers or potential customers interact with your brand on a sensory level. From email to in-person interactions to the press, you'll make a list of them all. See, smell, sound, taste, touch. Every. Single. Touch point. This is your customer journey. Now take it one step further. For every touch point you identify, ask yourself, "How does my customer experience my brand at this stage of the journey, and is this experience in line with what I defined in phase one?"

Assess – Take it one step further. For every touch point you identify, ask yourself, “How does my customer experience my brand at this stage of the journey, and is this experience in line with what I defined in phase one?”

Implement – This final phase is where you keep it real and make the changes you need to make. Chances are, you’ve identified a few places throughout your customer journey where you were not carrying out your strategy in an ideal way. This is where you’ll eliminate your blind spots, correct course, and live authentically ever after.



Phase 1:

Define

There are four key areas you'll need to define before you can audit your brand experience.

1) Why

- Mission
- Vision
- Core Values
- Purpose
- Core Offering

2) Brand Strategy

Persona	Origin
Voice/Tone	Key Messages
Style	Benefits Analysis
Positioning	Archetypes
Promise	Target Audience
Narrative	Competitive Analysis

3) Business Strategy

- Pricing Structure
- Business Model
- Service Standards
- Marketing Plan

4) "How do you want them to feel?"

Digging deeper into each of these four areas:

Why

At its core, what does your business do/sell?

What are the core values of your business?

Why did you start this business?

What's your vision for the future of your business?

What are you on a mission to do?

What are the key messages your brand seeks to deliver? What do your customers NEED to know?

Brand Strategy

Audience: Who are you selling to/providing for?

Audience: Think of your three favorite clients:

- What do you love about them?
- Why did they do business with you?
- How were you able to help them?

Style: What does your brand wear to a party?

Style: What kind of car does your brand drive?

Style: Describe the décor of your brand's home.

Persona: What adjectives would you use to describe your brand personality?

Voice: In what tone does your brand speak to people? Formal? Casual? With slang? Edgy? Playful? Conservative?

What brands play nicely in the sandbox with your brand? Which do not?

Describe your brand/employee culture.

Who do you consider your competitors and how do you:

- Do things differently? (Process, quality, service standards, target markets)
- View things differently? (Values, associations, causes, opinions)
- Price things differently?

Sensory: How does your brand...

- Taste?
- Smell?
- Sound?
- Feel?
- Look?

(Some may not apply)

What are all of the benefits your product/service provides? (Functional + emotional)

What are all of the reasons that make you qualified to do what you do? (Merit: Education + experience + accolades + proven track record of success)

"Don't worry if you're
making waves simply by
being yourself."

The moon does it all
the time."

Scott Stabile

Business Strategy

What's your business model? (How do you get your goods/services into the hands of your customers and how do you generate a profit?)

What are your customer service standards? How do you want to be perceived by your customers when it comes to service?

Where are you currently marketing? (Online + print + networking + community events)

What is your pricing strategy?

How do you want them to feel?

This one is pretty self-explanatory. Purchasing decisions are often made based on emotional reasons. It's important to determine the type of emotions you want your brand to evoke. Be as descriptive as possible.

Phase 2: *Identify*



It ain't just a logo! Lay out every possible way your customer or potential customer could experience your brand. We define "experience" as any time your brand or business is touched, seen, heard, tasted, or smelled. Think about the customer journey - from the moment they first see you, to the moment they buy.

We break this customer journey down into the following brand touch points:



Let's dig deeper. This is where you have to step outside of your routine and ask yourself some tough questions. Check your ego at the door and be as objective as possible! If possible, engage a trusted colleague in the candid conversation. Place a mark next to those areas which fall short of your now defined brand standards. You'll refer to those in the next phase.

Product

- How does it look?
- What is the packaging like?
- What does it smell like?
- What does it taste like?
- How is the quality?
- Does it work?

Physical Location (office/retail space)

- What does the signage look like?
- What is the décor scheme?
- Is it tidy? Messy? Organized?
- What are the details of the lobby?
- What are the bathrooms like?
- What does the space smell like?
- What does the space sound like?
- What is the parking situation?
- What's the temperature?
- What words describe the overall look & feel of the area?
- How is the merchandising?
- What are the employee interactions like?

Employees/Culture

- Are employees truly fulfilled?
- Do they know the brand story? If yes, are they permitted to share the brand story, and to what degree?
- Do they know the company values? If yes, do they know how those values are woven into their specific daily activities and job duties?
- How are employees empowered on a daily basis?

Executive Behavior

- How do executives behave when engaging with the public, on OR "off" the job?
- How do they engage with employees at all levels of the organization?
- Do they have field experience? Do they value field feedback?
- How do they make decisions?

Website

- Is it easy to navigate?
- What feelings does it evoke?
- Are there call-to-actions to lead potential customers through the buying process?
- Is the messaging clear? Does it speak to the target audience?
- Is the site responsive on mobile?
- If an e-commerce site, what is the shopping experience like?

Social Media

- How often are updates posted?
- What type of content is posted?
- What is the objective for each platform in the greater brand/marketing strategy?
- How does the brand engage with followers?
- Are the profiles in sync with established brand standards?
- Do you have a social media marketing plan (in other words, do you know what your objective is with being on social media in the first place and how you will accomplish it)?

Phone Calls

- What is your average wait time per phone call?
- If a customer leaves a voicemail, how long until they receive a returned phone call?
- Do you speak to a real human or an automated system?
- What is the interaction like?
- What is the hold music like?
- How is the customer service?

Email

- How are email database lists managed and differentiated?
- What types of emails are sent, to whom, and how often?
- Are customers able to respond to emails?
- What is the voice and tone of the messaging?
- Are emails personalized?
- How do your emails add value to your customers?

Branded Materials (business cards, stationary, etc.)

- What is the overall look and feel of the materials?
- On a scale of 1-10 (10 being high), how professional looking are the materials?
- Does everything match/coordinate?
- Are you satisfied with what you're currently using in this department?

Marketing Materials/Assets

- Are the deliverables in sync with established brand standards?
- Is the messaging speaking to the target audience?
- Is there a clear call-to-action?

Operations

- What are the policies around handling dissatisfied customers?
- What is the response time to customer inquiries via email?
- What is the flow of the order process?
- After purchasing, how long must a customer wait before they receive your product/service?
- In what way/fashion do they receive your product/service?

Community Engagement

- Does the nature of the event jive with core brand values?
- How are employees engaging with the public?
- What message is being sent to your audience by participating in the event?

PR/News

- What type of press has your company received and how does this effect the overall perception of your company and brand?

Phase 3:

Assess



We like to call this the “keepin’ it real” moment. You’ve established who you are, what you want to be known for, and how you roll (in theory). You then examined each and every aspect of your business, from your high-level marketing down to the nitty gritty daily operations. This is where the rubber meets the road. You have two lists:

List One – How you want to do things

List Two – How you’re actually doing them

If you want to make meaningful change and propel yourself forward, now is the time to assess the differences in these two lists. Where are the gaps? Where are the discrepancies? What needs to change to take your brand to the next level?





Phase 4: *implement*

You've just identified what touch point areas are out of alignment with the strategies you defined. As they say, admitting the problem is the first step. But very quickly after that comes fixing the problem. Let's get this in writing, shall we?

Brainstorm ways you can do things differently; efficiently; authentically. Always remember – it's not about being better than everyone else. It's about being you better than everyone else. Remember how you want them to feel...

Gaps: Areas for improvement	Ideas: How to do it better