



THE CONTRACTOR'S

Brand Assessment Checklist



Your brand is the single most important investment you can make in your business.

No marketing tactic or strategy generates a better return on investment over the long term than building a strong, reputable, and recognizable brand.

Whether you're just starting out or already have a foothold in your local market, it's important to assess your brand image at regular intervals to ensure it's helping you grow and not hindering your ability to scale.

Work through the checklist on the next pages to determine what's already working and what needs fixing in order to maximize your brand ROI.

Then, use the list of creative assets we've included as inspiration for your next branding and marketing campaigns!

How to Use The Brand Assessment Checklist

- A** Read through each item on the list one by one
- B** Give yourself a score from 1-3 for each:
 - 1** Non-Existent / Needs Improvement
 - 2** OK but could be better
 - 3** Excellent
- C** Once complete, map out a plan to focus on the 1's and 2's over the next few months.

“ Remember, building a *strong brand* takes time. The best time to start was yesterday. The second best time is *right now!* ”

Foundation

1 Needs Improvement 2 Could be Better 3 Excellent

Company Name _____

Does your company name accurately represent your business, and is it easy for clients to recall?

Tagline _____

Does your tagline clearly convey your unique value proposition? Is it memorable and does it align with the way you want to be perceived?

Voice _____

Is the tone of your communications across different platforms consistent and reflective of your industry?

Story _____

Does your story effectively communicate your journey, values, and uniqueness, creating a connection with your audience?

Positioning & Strategy

Audience _____

Do your services and messaging align with the needs, wants, and worries of your ideal customer?

Positioning _____

Are your unique selling points clearly communicated?
Does your brand stand out within your market?

Process _____

Does your process provide clarity and build trust with clients from the initial inquiry to project completion?
Is your process simple?

Visual Identity

1 Needs Improvement 2 Could be Better 3 Excellent

Logo

Is your logo professional, recognizable, and does it effectively represent your brand identity? Is it easily visible both online and offline?

Color Scheme

Do your colors reflect your brand's personality and elicit the desired emotional response from your customers? Do your colors help you stand out from the competition?

Fonts

Do your fonts convey professionalism? Are they easy to read? Do they remain consistent across all communications and marketing material?

Style Guide

Do you have an up-to-date style guide in place? Is it comprehensive, and does it ensure consistency in branding elements?

Website

Is your website clean, user-friendly, and does it effectively showcase your work and services? Is it accessible from all devices?

Proposal

Do your proposals effectively showcase your professionalism and attention to detail? Do they help you win more jobs?

Branding in Action

1 Needs Improvement 2 Could be Better 3 Excellent

Team Apparel

Does your team apparel project a unified and professional image? Is apparel clean and consistent with existing brand guidelines?



Trucks & Gear

Do your branded trucks and gear enhance visibility? Are your contact details clearly visible and legible?



Jobsite Collateral

Does your jobsite marketing collateral communicate professionalism and attention to detail? Are your contact details clearly visible and legible?



Jingle

If you have a jingle, is it tasteful and memorable? Does it clearly position your unique selling point?



Mascot

If you have a mascot, does it add a touch of personality without compromising professionalism?



Must-Have Visual Assets

1

Needs Improvement

2

Could be Better

3

Excellent



Project Photos

Do you have before, during, and after project photos to showcase your expertise & attention to detail?



Team Photos

Do you have photos of your teams and crews to help humanize your brand?



Happy Customers

Do you have photos of your happy customers to increase trustworthiness?



Team Photos at Local Events

Do you have photos of your team participating in local events to create a sense of community connection?



Photos of Common Issues

Do you have photos of common issues you come across related to your service offering?



Must-Have Video Assets

1

Needs Improvement

2

Could be Better

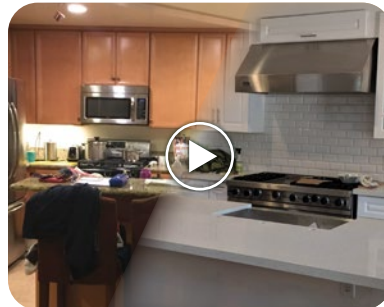
3

Excellent



Educational Videos

Do you have educational videos that foster trust and position your brand as an industry authority?



Before & After Videos

Do you have videos that highlight the transformative impact of your services?



Video Testimonials

Do you have video testimonials that add authenticity and build trust with potential clients?



"Get To Know" Videos

Do you have videos that allow customers to familiarize themselves with your team, products, process, etc.?



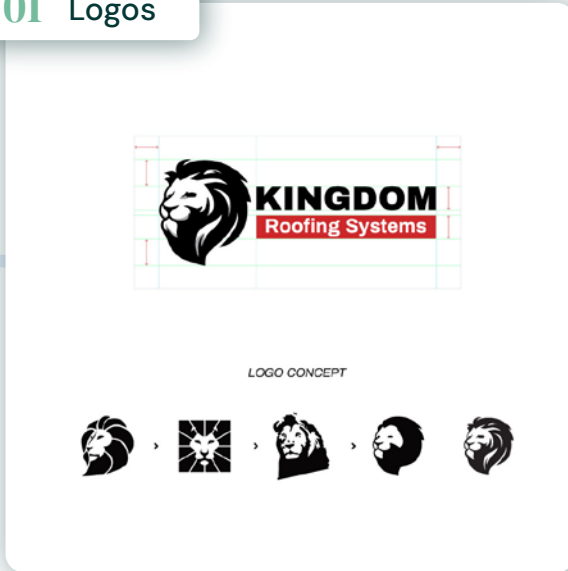
Community Outreach Videos

Do you have videos highlighting your brand's commitment to being a responsible and active member of the community?

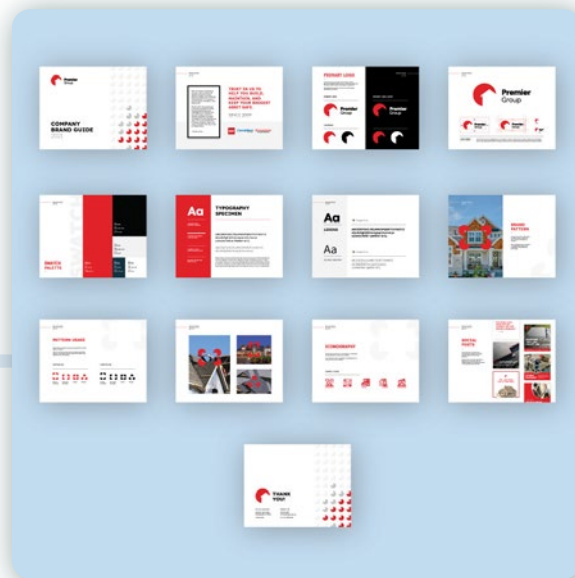
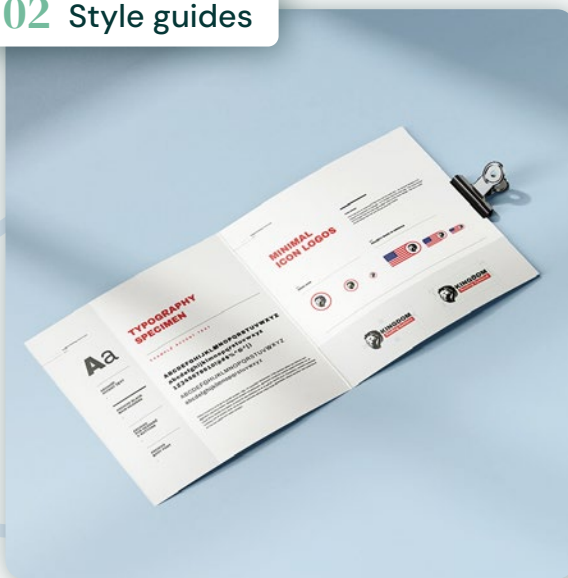


Inspiration Gallery

01 Logos



02 Style guides



Inspiration Gallery

03 Print assets



Door Hangers



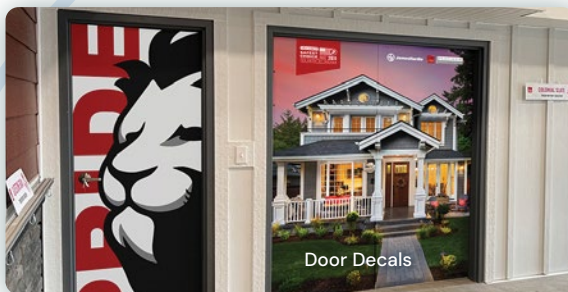
Promotional Banners



Document Folders



Brochures



Door Decals



Wall Art



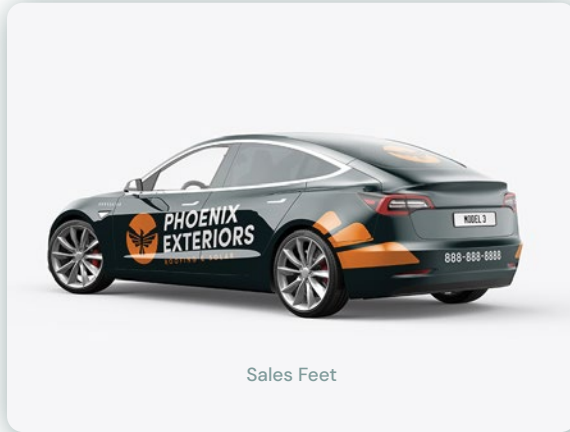
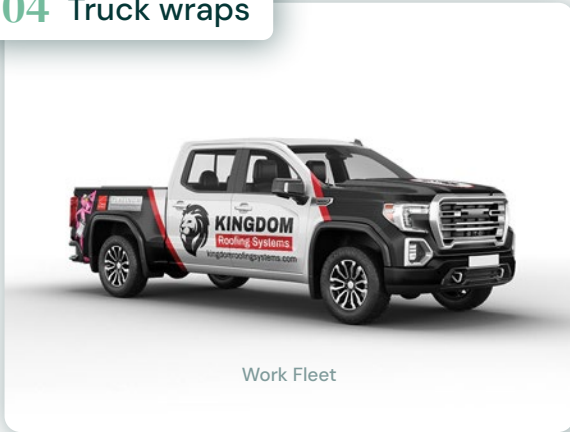
Posters



Wall Art

Inspiration Gallery

04 Truck wraps



05 Apparel

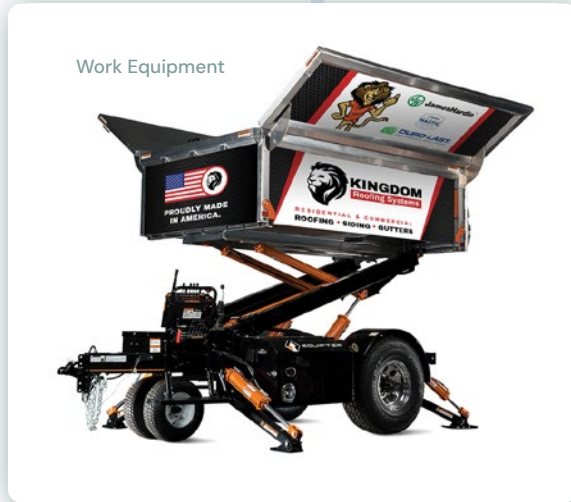


Inspiration Gallery

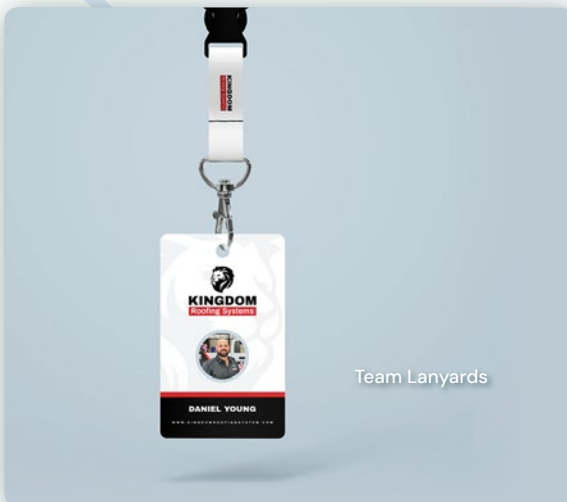
06 Other branding assets



Convention Booth



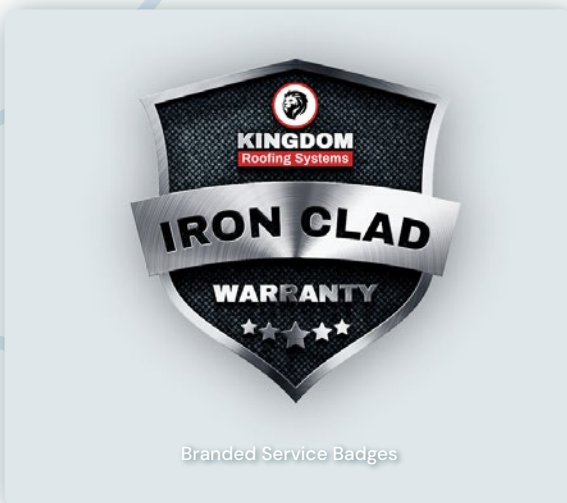
Work Equipment



Team Lanyards



Tote Bags



Branded Service Badges



Window Wraps



NEED HELP WITH YOUR MARKETING?

Reach out today.

Generate Leads | Acquire Customers | Maximize Returns



PPC



SEO



Branding



Websites



Chat/SMS



Speed-to-lead



Appointment Scheduling



Automated follow-ups



CRM Integration



Lead Reactivation



Reporting Dashboards



Reviews & referrals

Book A Demo



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