

PROGRAM BRAND AUDIT CHECKLIST

Branding goes beyond visuals. It serves as a strategic tool for enhancing customer engagement and advocacy. Use the checklist below to help you evaluate your current program and see where you can level up.

IDENTITY

- ☐ Does your advocacy brand have a *clear* identity that resonates with your audience?
- ☐ Are the feelings you want participants to experience clearly defined? What are they?

CREDIBILITY AND TRUST

- ☐ Have you established trust with your customers and internal teams? How do new team members and customers find out about your program?
- ☐ Is your advocacy program recognized as a valuable asset within your organization? If not, are there other ways (weekly reports, all-hands, channels) to highlight your program?

MESSAGING

- ☐ Are your brand messages clear, consistent, and aligned with your purpose?
- ☐ Do you communicate your program's value proposition effectively? How?

PROGRAM GROWTH

- ☐ Is your advocacy brand attracting new advocates?
- ☐ Are your internal teams confident in promoting the advocacy program? Are there other ways you can support and promote your program?

VALUE ALIGNMENT

- ☐ Does your brand align with customer needs and values? How do you validate this with customers?
- ☐ Are the benefits offered by your advocacy program compelling enough to promote long-term engagement? Do customers continue to receive value? How?

ENGAGEMENT

- ☐ Are your mission, vision, and values clearly articulated and reflected in your brand?
- ☐ Do you offer exclusive access and learning opportunities to your members?

RELATIONSHIP-BUILDING

- ☐ Are you actively nurturing relationships with your advocates?
- ☐ Do you encourage feedback and participation from your advocates? Is this feedback acted on, and/or followed up on?

RECOGNITION

- ☐ How are you recognizing and celebrating your advocates' contributions?
- ☐ How are you recognizing and celebrating your program's success?