
chelebi



The Right Ripples Trigger Waves of Growth

It's easy to lose sight of where your business & brand is headed when in the depths of the day to day. Let's take a moment to get above the water, realign your brand's bearings, and start the waves of growth.

Table of Contents	Overview	003
	The Experience	004
	Brand Insights	005

The Framework

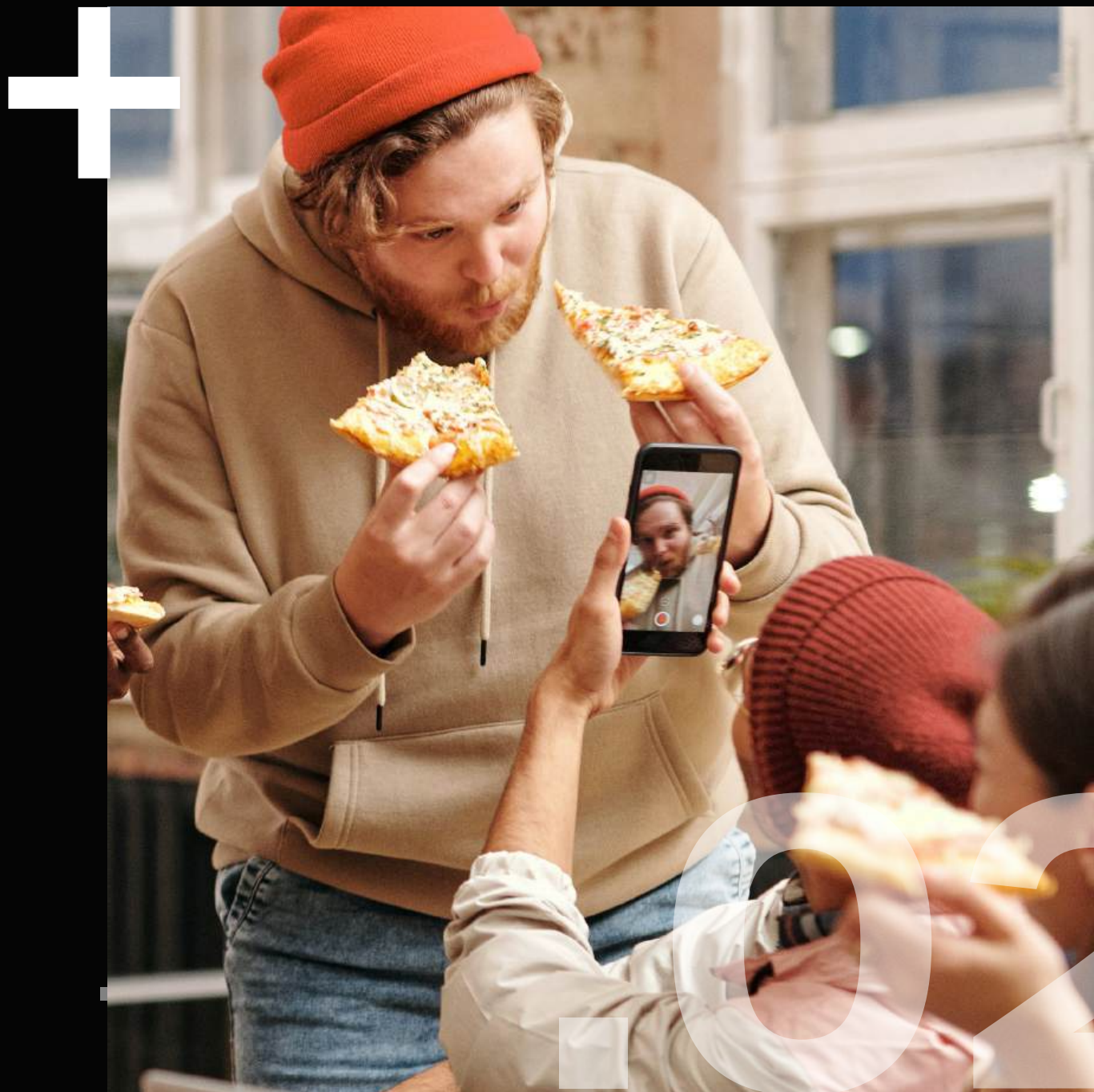
We'll have a 60 minute facilitated walkthrough of what your brand is communicating to you audience, who it's likely to attract, and what it's like to interact with.



The Experience

15 Min

What the user experience is like at multiple brand engagement points including the website, social media channels, etc.



Brand Insights

25 Min

The perceptions communicated through those engagement points including values, who it's targeting, voice, look, and feel.



Q&A

10 Min

Q&A, both focused on the previous sections and about anything related to branding, brand identity, and strategy.

The Experience

Digital

01. Availability

Can users find your brand without using it's name?
Can they find it with it and is there any issues that might lead to confusion.

02. Responsiveness

Are you losing users due to dead links, slow load times, or misleading or confusing user journeys?

Product

03. Availability

If tangible, can target customers readily find or purchase the product? If digital or service based, is it available when I'm likely to need it?

04. Quality

Does your product look & feel safe and trustworthy? If digital, does it feel like a phishing scam or that it meets the minimums for your target users?

Service

05. Approachability

Does the service look inviting to your target clients? Does it look like something they would want to interact with?

06. Responsiveness

When a need is stated, whether before or after conversion, does the client/user feel that they received what they wanted in a reasonable time?

Brand Insights



What are we communicating about our purpose, who we serve, and where we're positioned in the first few seconds of an interaction?



What do we look & sound like? Are we friendly, authoratative, dynamic, or staid and professional?



What are we saying about our brand's perceived value? Are we exclusive? Are we accessible?



What are we saying about the impact we have, whether locally or globally?



Do we look like we're thriving? Do we look like we're worth investing in?