

Brand Blueprint *worksheet*



PURPOSE

Why do you exist?

VISION

What future do we want to help create?

MISSION

What are you here to do?

VALUES

How you conduct ourselves in support and pursuit of our purpose, vision and mission.

POSITIONING STATEMENT

How does your unique branding proposition to make a difference to others?

Competitive Analysis *worksheet*



POINTS OF DIFFERENCE	BRAND 1	BRAND 2	BRAND 3
Brand			
URL			
Brand Story (purpose, vision, mission, values)			
Brand Look/Feel			
Value Proposition (What promise do they make to the customer?)			
Customer Personas (Who is their customer?)			
Social Media Platforms & Audience Reach			
Strengths			
Weaknesses			
Similarities			
Differences			
Opportunities			

PESO Model *worksheet*



Homework: Using the PESO Model, create 2-3 ways you can use each of the letters for a marketing campaign.

Paid

Earned

Shared

Owned

Interview Promotional Plan To-Do List



Use this template to assign tasks and roles for earned media and interview promotion.

<i>Task</i>	<i>Owner</i>	<i>Completed?</i>
Create a plan for sharing across shared and owned platforms. Will you be including a blog post, a newsletter highlight, sharing on your website and in your social media?		
Make sure to have all of the correct assets (social links, bios, photos, etc) to tag guests on your promotions.		
Set up a folder for each guest's assets and send it to them after following the steps below.		
Create social images sized for website, social media posts, and sharing in stories.		
Include the interview link and all relevant information for the release: show notes, captions, hashtags, blog info.		
Use video snippets from the show notes and interview to highlight in your posts.		
Share folder with guest - include your social tags.		
Schedule Social Promotion: Time posts with your announcement and schedule additional promotion throughout the day/week.		
Customer communication: Consider sending in a newsletter and sharing with key decision makers/ customers/ donors.		