

Brand Funnel: Audit and Action Framework



BCE Consulting Contacts

Walt Shepard, Principal, wshepard@bceconsulting.com, 207-232-8709

Richard Crumb, Managing Partner, rcrumb@bceconsulting.com, 802-989-8314

Framework Overview

“Brand” is a critical asset for any company – the rational and emotional manifestation of the products, services, and experiences offered to customers. When nurtured, cultivated, and grown, “brand” can drive significant customer loyalty, market differentiation, and pricing power.

To achieve these outcomes – among other important associated goals – organizations must first understand the ways in which market stakeholders experience and perceive their brands today. This process starts with a multi-dimensional audit across Awareness, Consideration, and Engagement elements of the brand. Diagnosis of brand opportunities and imperatives stems from this audit, with the ability to answer questions like:

- *Is lack of market differentiation for the brand driven by perceptions that its products and services fungible or simply by that fact that target customers don't think of the brand in a time of need?*
- *If the brand is top of mind, does the customer experience deliver on the initial excitement and interest to ensure that sale is converted and loyalty created?*

The ability to answer questions like these enables both the diagnosis and the corresponding action/strategy. Do you know how strong (or weak) your brand is?

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Brand stakeholders (e.g. brand managers, marketing leaders, P&L owners, C-Suite) must have full visibility into market perceptions of each brand element and be able to answer the questions outlined below to ensure long-term health and growth

