



W O R K S H E E T

6 EASY WAYS TO INCREASE BRAND EXPOSURE IN 2023

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WORKSHEET

STEP 1: REVIEW YOUR MISSION STATEMENT

The personality of your brand should reflect the values of your company. Your mission statement is a good starting point for figuring out what your values are and how to best communicate them to your audience.

Mission Statement:

STEP 2: AUDIT YOUR CURRENT BRAND VOICE

If you've already produced some content for your brand, review the copy and audit your findings. Note any common themes in your messaging or tone. How can you clarify your tone to better portray your values and purpose?

Look closely at the pieces of content that have gotten the most engagement. This can help you to see what is resonating with your audience.

Common themes/tone:

Ideas for how to better portray my values and purpose:

STEP 3: COMPLETE AN AUDIENCE SURVEY

If you have an audience established, create a poll to find out:

- How they would describe your brand
- If they find your tone appealing
- What type of personality your brand would have if it were person

Results of my survey:

STEP 4: RESEARCH YOUR AUDIENCE

Understanding your target audience is key to establishing a brand voice that they will relate to. Try choosing several of your customers and research them online. Look at their social media profiles and what they are interested in. Use that information to establish your brand voice.

What I found out about my audience in my research:

STEP 5: THIS, NOT THAT

In order to figure out who you are, sometimes it helps to know who you're not. Try this exercise by filling in the blanks several times to get a feel for who you are not and who you are.

We're _____, but we're not _____

We're _____, but we're not _____

We're _____, but we're not _____

We're _____, but we're not _____

Once you've got 3-4 of these filled out, look at what you are as opposed to what you're not. This should give you a good idea of a direction to head.

STEP 6: CREATE A BRAND VOICE CHART

Take the 3-4 words that best represent your brand and create a chart explaining how each can be represented in your brand voice.

Voice Description Do & Don't

- List your brand voice characteristics under *Voice*
- Provide a short explanation in the *Description*
- In the *Do* and *Don't* columns explain how to use this trait

STEP 7: DEVELOP GUIDELINES TO ENFORCE CONSISTENCY

This is especially helpful if you have more than one person creating content or you are hiring a freelancer to create content for your brand.

This will ensure that you have a consistent brand voice across all of your marketing channels, from email to social media.
