

# QUESTIONS TO CONSIDER TO BUILD + CLARIFY YOUR BRAND



## 1. BRAND MESSAGING

- + How am I different? Why should someone choose me over my competitors?
- + WHY am I in business? Where am I heading?
- + Who is my ideal client? Do I have a niche?
- + Is my messaging consistent across all platforms?
- + How can I better clarify my messaging to my ideal clients?

## 2. LOGO + VISUAL IDENTITY

- + Do I have a logo? When was the last time it was designed?
- + Do I have a color palette? Typography? Imagery? Brand guidelines?

## 3. WEBSITE

- + Do I have a website? When was the last time it was updated?
- + Is it clean, modern, and easy to navigate?
- + Does it answer: Who I am, What I do, Who I serve, Why they should contact me?
- + Is it responsive to all devices (desktop, mobile, tablet)?
- + Are there call-to-actions and easy-to-find contact information?
- + Did I install Google Analytics tracking and back-end SEO optimization?

## 4. CONTENT MARKETING

- + Which social media platforms will best reach my ideal clients?
- + Have I completely filled out and optimized my social media profiles?
- + Am I posting consistently?
- + Am I providing value for my ideal clients?
- + Do I have a website blog?
- + Do I have a monthly email newsletter?



## BUILD + CLARIFY YOUR BRAND

*Establish your professionalism across online platforms.*

We build + clarify law firm brands online. Our team establishes your professionalism and provides clear messaging to your ideal clients through logos, websites, brand messaging, photography, social and email marketing.

Your "why" is the foundation of your business. It is the reason you started and the motivation to continue to grow. At Correnti Marketing, we unveil your "why" so our team can best build your brand online. We work with you to build your brand, create consistency across online platforms, and showcase your differences to the world so you stand out from the competition. We make marketing fun and approachable while allowing you to focus on your business.

*Visit us at [www.correntimarketing.com](http://www.correntimarketing.com) to contact us + learn more.*

### OUR SERVICES

- + Brand Messaging
- + Logo + Visual Identity
- + Website Design
- + Social Media
- + Email Marketing
- + Photography