



BUSINESS EVALUATION CHECKLIST

Static Branding (Strategy)	Score
<ul style="list-style-type: none"><input type="checkbox"/> Colors: Ensure consistent use of brand colors across all platforms.<input type="checkbox"/> Logo: Use a high-resolution and clear logo in all branding materials.<input type="checkbox"/> Mascot: Ensure the mascot (if any) is prominently featured and consistent.<input type="checkbox"/> Favicon: Ensure the website favicon is consistent with branding.	
Physical (Strategy)	Score
<ul style="list-style-type: none"><input type="checkbox"/> Website: Ensure it is user-friendly, mobile-optimized, and brand-aligned.<input type="checkbox"/> Vehicles: Branding should be visible, clear, and consistent with other materials.<input type="checkbox"/> Shirts: Ensure logo and colors are consistent and visible.<input type="checkbox"/> Signs: Should be clear, readable, and placed in strategic locations.<input type="checkbox"/> Magnets: Design and distribute branded magnets.<input type="checkbox"/> Business Cards: Ensure business cards are professionally designed and consistent with other branding.<input type="checkbox"/> Office: Ensure the physical office space is branded and aligns with the company's image.<input type="checkbox"/> Competition: Annual SWOT analysis of competition.<input type="checkbox"/> Market Analysis: Annual market-share and opportunity analysis.	
Cultural (Mindset & Network)	Score
<ul style="list-style-type: none"><input type="checkbox"/> Thinking: Promote and embody brand values and philosophy.<input type="checkbox"/> Leadership: Ensure leaders are aligned and embody the brand.<input type="checkbox"/> Operating: Ensure operations align with brand promise.<input type="checkbox"/> People: Ensure staff understand and represent the brand effectively.<input type="checkbox"/> Training: Ensure team members are well-trained and embody the brand values. Make ongoing training part of your culture.<input type="checkbox"/> Benefits: Provide benefits that align with the brand and enhance company culture.	

- Recruiting:** Ensure recruiting practices and communications are brand-aligned.
- Financial Management:** Ensure financial practices, budgeting and priorities align with brand values.
- Sales Process:** Ensure the sales process is aligned with brand values and meets customer expectations.
- Choosing the best Vendors:** Ensure vendor selection aligns with brand values and quality standards.
- Ownership of Assets:** Deploy policies that ensure your company maintains ownership of all company assets.
- No Contracts:** Do not engage in contracts that bind you to time, regardless of performance.

Psychological (Mindset & Strategy)

Score

- Promise:** Clearly communicate the brand promise to customers.
- Delivery:** Ensure delivery of products/services aligns with the promise.
- Pricing:** Ensure pricing strategy aligns with brand positioning.
- Execution:** Ensure all strategies are executed seamlessly.
- Perception:** Manage and monitor brand perception.
- Reputation:** Actively acquire, manage, and respond to online reviews and feedback

Technical (Technology & Strategy)

Score

- Process:** Ensure processes are customer-friendly and efficient.
- Journey:** Map and optimize the customer journey.
- Experience:** Ensure a positive and consistent customer experience.
- Mobile Experience:** Ensure the mobile user experience is optimized and user-friendly.
- Technology:** Leverage technology to enhance product/service delivery and customer experience throughout the entire funnel.
- Reporting/Dashboards:** Implement robust reporting mechanisms to analyze and optimize technical aspects.
- Integrations:** Optimize integration of technology, customer, and marketing data.

Expansion (Strategy)	Score
<ul style="list-style-type: none"> <input type="checkbox"/> SEO: Optimize website and content for search engines. <input type="checkbox"/> PPC: Implement and optimize various pay-per-click campaigns. <input type="checkbox"/> Social: Engage and expand on social media platforms. <input type="checkbox"/> Social Advertising: Implement and optimize advertising on social media platforms. <input type="checkbox"/> Video: Create and utilize video content in marketing efforts. <input type="checkbox"/> Local: Optimize for local search and engage in local marketing. <input type="checkbox"/> Geofence: Implement geofencing strategies where applicable. <input type="checkbox"/> Google Guarantee: Ensure your business is utilizing and optimized for Google Guarantee. <input type="checkbox"/> CRO (Conversion Rate Optimization): Identify and consistently improve every opportunity for increasing conversions. (Interior pages, home page, call to actions, lead capture technology, CSRs, in home, etc.) 	
Imprint (Strategy)	Score
<ul style="list-style-type: none"> <input type="checkbox"/> Email: Implement and optimize email marketing campaigns. <input type="checkbox"/> Texting: Utilize SMS marketing and ensure messages are brand-aligned. <input type="checkbox"/> Retargeting: Implement retargeting campaigns online. <input type="checkbox"/> TV/Streaming: Explore and utilize TV/OTT advertising where applicable. <input type="checkbox"/> Radio: Utilize radio advertising and ensure brand consistency. <input type="checkbox"/> Mailers: Implement direct mail campaigns. <input type="checkbox"/> Flyers: Design and distribute branded flyers. <input type="checkbox"/> Billboards: Design and utilize billboard advertising in strategic locations. <input type="checkbox"/> Subscriptions: Develop and implement a program for acquiring client subscriptions to maintenance and autoship programs. 	
Ambassador (Technology, Mindset, Strategy & Network)	Score
<ul style="list-style-type: none"> <input type="checkbox"/> Referrals: Develop and promote a referral program. <input type="checkbox"/> Promoters: Engage and reward brand promoters. <input type="checkbox"/> Community: Engage in community events and forums. <input type="checkbox"/> Rewards Program: Develop and promote a customer rewards program. 	

SUMMARY: MASTERING CORE COMPETENCIES IN BUSINESS MARKETING

In the realm of business, particularly in marketing, achieving mastery over various core competencies is pivotal for sustainable success and growth. The aforementioned checklist encapsulates eight crucial domains that business owners should proficiently navigate to establish a robust and resonant brand presence in the market.

- ✔ **Static Branding:** Establishing a consistent and recognizable brand through elements like colors, logos, and mascots, ensures that the business is easily identifiable amidst the competition.
- ✔ **Physical:** The tangible representations of the brand, such as websites, branded clothing, and office spaces, play a vital role in making the brand visible and accessible to the public and employees alike.
- ✔ **Cultural:** Cultivating a culture that reflects the brand's values, from leadership to vendor selection, not only strengthens internal operations but also ensures that every stakeholder is aligned with the brand's ethos.
- ✔ **Psychological:** Managing the psychological aspects, such as brand promise and customer perception, is crucial for maintaining trust and loyalty among the consumer base.
- ✔ **Technical:** Ensuring that all technical aspects, from the customer journey to reporting mechanisms, are optimized, ensures a smooth and positive customer experience.
- ✔ **Expansion:** Utilizing various strategies for expansion, such as SEO and PPC, enables the brand to reach new audiences and markets, fostering growth.
- ✔ **Imprint:** Implementing diverse marketing strategies, from email campaigns to billboards, ensures that the brand leaves a lasting imprint on both current and potential customers.
- ✔ **Ambassador:** Developing and nurturing a network of brand ambassadors through referrals and community engagement amplifies brand reach and credibility through word-of-mouth.

Achieving mastery in these domains is not merely about implementing strategies but about creating a holistic and consistent brand experience at every touchpoint. For a business owner, understanding and excelling in these core competencies means:

- ✔ **Enhanced Brand Perception:** Mastery ensures that the brand is perceived positively and consistently across all platforms and interactions.
- ✔ **Sustainable Growth:** Proficiency in these areas ensures that the business can adapt, expand, and sustain itself in the ever-evolving market.
- ✔ **Customer Loyalty:** By ensuring a positive and consistent experience across all interactions, businesses can foster loyalty among their customer base.
- ✔ **Operational Efficiency:** Mastery in these competencies ensures that operations are streamlined, efficient, and aligned with the brand's values.
- ✔ **Competitive Edge:** In a saturated market, having a comprehensive and mastered marketing approach provides a distinct advantage over competitors.



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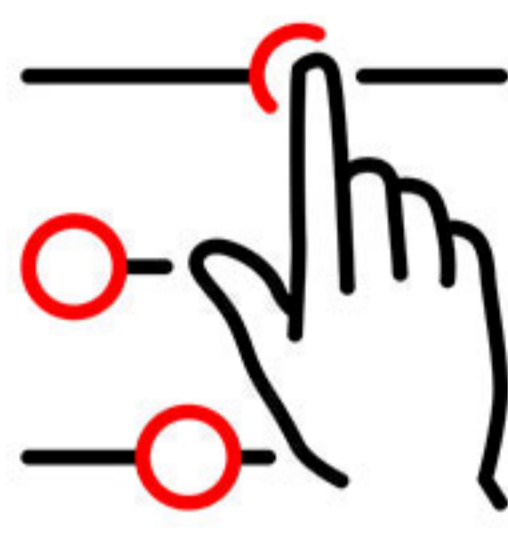
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