**Marketing collateral review**

**TEMPLATE**

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# Marketing collateral review

To do:

1. Gather and list your current marketing collateral – wherever your brand identity is represented (e.g., brochures, flyers, advertisements, newsletters, price lists, websites, social media accounts, branded stationery, uniforms, vehicles and premises).
2. Look at each marketing element and critically ask:
   * Does this look and feel like it’s from your brand?
   * Does this look and feel uniquely different to competitors?
   * What improvements can you make?

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| --- | --- | --- | --- |
| **Marketing collateral** | **Consistent with your brand? (Y/N)** | **Different to the competition? (Y/N)** | **Key actions** |
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**Your next step**: Document your findings and recommendations in the marketing section of your business plan.