



# The 2025 Brand And Marketing Scorecard

Use this scorecard to evaluate your brand and marketing efforts holistically. Score each item on a scale of 1 (poor) to 5 (excellent), considering both practical performance and emotional resonance with your audience. For best results, have multiple members of your team fill out the audit and average out the scores.

## Brand Identity (Total: 15 Points)

Does your logo and design evoke confidence and trust? \_\_\_\_\_

Is your messaging emotionally engaging and aligned with your values? \_\_\_\_\_

Do your customers feel connected to your brand? \_\_\_\_\_

## Audience Targeting (Total: 15 Points)

How accurately are you defining your target audience? \_\_\_\_\_

Do you understand your audience's emotional and practical needs? \_\_\_\_\_

Are your audience members actively engaging with your brand? \_\_\_\_\_

## Marketing Performance (Total: 15 Points)

Are your campaigns building strong emotional connections? \_\_\_\_\_

Are you achieving a positive ROI on your marketing spend? \_\_\_\_\_

Are your website and digital channels converting effectively? \_\_\_\_\_

## Competitor Positioning (Total: 15 Points)

Do you get what makes your competitors emotionally & strategically successful? \_\_\_\_\_

Are you differentiating your brand effectively in the market? \_\_\_\_\_

Do you have a clear competitive advantage? \_\_\_\_\_



### Content Strategy (Total: 15 Points)

Does your content inspire or resonate with your audience? \_\_\_\_\_

Is your content optimized for SEO and aligned with your brand voice? \_\_\_\_\_

Are there gaps in your content strategy that need to be addressed? \_\_\_\_\_

### Technology Integration (Total: 10 Points)

Are you using modern tools and platforms effectively? \_\_\_\_\_

Are you prepared to adapt to emerging technologies? \_\_\_\_\_

### How To Interpret Your Score

Add up your scores for a total out of 85. Here's how to interpret your results:

- **70-85:** Your brand and marketing efforts are strong. You're connecting emotionally and strategically with your audience, but there's always room to innovate.
- **50-69:** You're doing well, but there are areas that need improvement. Focus on the sections with the lowest scores to see the greatest impact.
- **Below 50:** It's time for a strategic overhaul. Your brand and marketing efforts aren't resonating emotionally or performing effectively.

## How Bush Marketing Can Help

At Bush Marketing, we specialize in empowering businesses to thrive through strategic branding and marketing. Our tailored brand and marketing audits provide actionable insights to help you:

- Identify gaps in your current strategies
- Refine your messaging to resonate with your audience
- Optimize your marketing efforts for maximum ROI
- Stay ahead of industry trends and technological advancements

We bring over a decade of expertise in branding, web design, SEO, and content marketing to the table. Whether you're looking for a complete overhaul or simply need a fresh perspective, our team is here to help you make 2025 your most successful year yet.