



BRAND GROWTH WORKBOOK

A practical questionnaire to help you grow your brand,
govern your content and realize efficiency faster.

1. Know the value of your content now—and its future value

Where do your customers spend time?

What do you hope to achieve with your content?

What content and assets does your customer need? What provides value to them?

2. Know your area of greatest opportunity

What are your greatest pain points around content creation and distribution?

What's the number one challenge that stands in the way of scaling? The number one challenge that stands in the way of creating greater efficiency?

What are the small wins that can snowball into bigger wins for your team?

3. Know your brand vision

What is your vision for content?

What are your strategies for content creation and distribution?

How well is your content organized, defined and executed upon?

4. Future-proof your brand

How often does your organization evaluate its brand identity?

Are your operations capable of expanding and evolving alongside your business?

Do you have the right technologies in place in order to meet business goals?

5. Get your brand operations in order

Who owns the content production and content governance for your brand?

How efficient are your content creation and distribution processes?

6. Forego handcrafted for automated

How many of your current processes are manual? Which ones?

What opportunities are there for automating current processes without sacrificing quality?

7. Gather stakeholder requirements for tech

What functions within your brand will these solutions be servicing: brand, product, campaign, sales, demand generation, communications?

What will make life easier for your internal team and external partners?

What will get your content to market faster and to more channels/markets?

What will a successful outcome look like for your team?

8. Validate

What is your vision for what your content needs to achieve in the future?

Is there significant stakeholder support to achieve this vision?

9. Pitch stakeholder requirements back to them, leading with benefits

Are stakeholders aware of specific benefits that new automations and technologies can provide?

Have you answered “What’s in it for me?” for stakeholders when trying to change the current state?

10. Invest

Do you have a plan for how your content, processes, and strategies will impact business?

Have you envisioned the road ahead and how automation will get you to the next growth phase?

Do you fully understand stakeholder needs and user journeys?

Have you read the Brand Growth Playbook?

Dig into how leading brands tackled the 10 key steps to brand growth!

[Get the playbook](#)

