

Brand Template & Communication Review



BRAND TEMPLATE REVIEW

1. Audit all your communication channels.
2. Provide new template style guide.
3. **OPTIONAL:** Create all new communication templates so they are consistent.



COMMUNICATION REVIEW

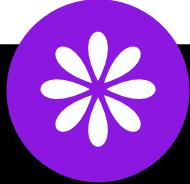
1. Review HOW you currently communicate your business.
2. Provide a six-month strategic communication plan that is unique to your target market, complete with monthly themes.



2 X MEETINGS / WORKSHOPS

1. Face to Face meetings.
2. 1 hour meeting at start of review.
3. Two-hour workshop at the end of the review to provide tutorial.

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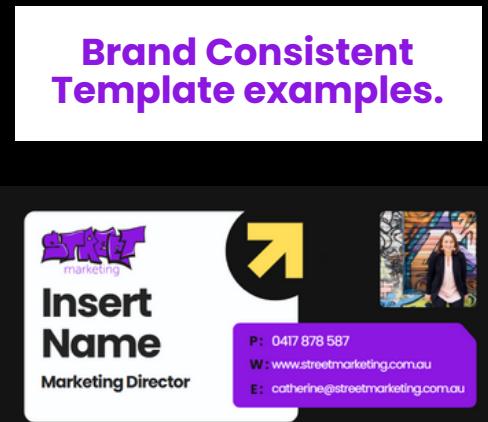
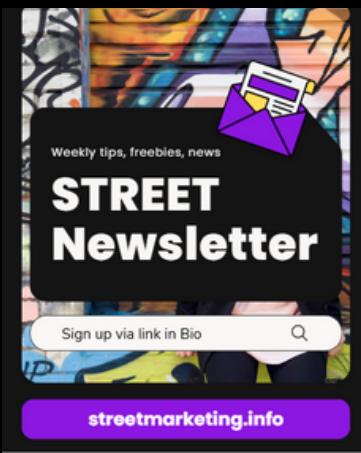
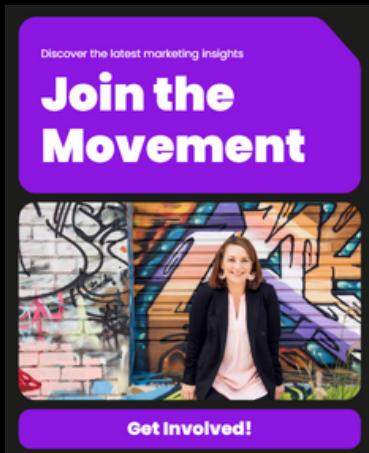


A consistent brand is more than just a logo—it's the **tone, style, and structure** that carries your message across every touchpoint.

Whether you're sending a proposal, posting on social media, or briefing your team, your communication templates should reflect your brand's identity with **clarity and consistency**.

A. Brand Template Review

- **All marketing assets** - reviewed for brand consistency
- **Brand Style-Guide** - created for direction and structure
- **3 x Templates** - created to start you on your 'new' brand journey



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B. Communications Review Example

Work with STREET Marketing to decide what communication and marketing channels would work best for your business and desired target audience.

- **Business Goals** – What do you want to achieve?
- **Define Target Market** – Who do you want to reach?
- **Match goals with assets** – to achieve the best results.

Goal	Best Channels	Why?
Increase Local Clients	Google Business Profile, Local SEO, Facebook, Facebook Group & LinkedIn	High Local Visibility
Build Brand Awareness	Social media, collaborations, digital ads	Broad Reach
Increase Enquiries	Website landing page, Google Ads, email	Direct Conversion
Increase Trust	Testimonials, case studies, LinkedIn	Proof & Authority
Boost Repeat Business	Email, SMS, loyalty programs	High Retention