



EXPERIENTIAL MARKETING AGENCY

Beyond Buying – Engaging Your Audience in Your Personal & Business Brands

A comprehensive brand engagement assessment from Evolution Consulting Group

Thank you for downloading ***Beyond Buying – Engaging Your Audience in Your Personal & Business Brands***. We're thrilled you're taking to the time to explore how to increase engagement whether you're an individual working to create a powerful personal brand or a business seeking to develop deep (and profitable) relationships with customers.

This complimentary brand engagement assessment is our gift to you.

Our hope is that it inspires you to dive more fully into brand engagement and experiential marketing strategies (**Evolution's break-through method of engaging audiences with personal and consumer life-style brands**) that will take your audience from passive observers to loyal brand activists.

While the brand and marketing strategies of yesterday certainly had their day in the sun, today's marketplace has shifted so radically that brands not focused on engagement are quickly being left in the dust. The true two-way conversation between brands and their target audiences that began just over a decade ago (thanks to the digital age) is now in full force – and it's why we call this brand engagement assessment **Beyond Buying**.

Historically, we as marketers moved customers through the AIDA model (Awareness, Interest, Desire, Action). While Action could certainly represent a variety of possible behaviors, it generally meant that the consumer had become interested and desirous enough in the product or service to make a purchase and, therefore, the *one-way conversation* (buy! buy! buy!) was basically over, at least until it was time to re-purchase.

In today's marketing environment, though, being focused on Action = Purchase is shortsighted.

Thanks to the two-way conversation mentioned above in which customers talk back to the brand and with each other, there are a wealth of actions beyond buying that work to exponentially increase a brand's success – if you know what those actions are and how to encourage them.

This two-way conversation is available to any brand, personal or business, wishing to access its potential for achieving marketing and business goals. It's our job at Evolution Consulting Group to help you leverage its power, and ***Beyond Buying – Engaging Your Audience in Your Personal & Business Brands*** is the first step.

This assessment will help you understand engagement a little better and give you a way to find your starting point – and, especially, set the stage for a productive conversation with us about your business or personal brand, your audience and how to immerse them in what you have to have offer.

All in service of getting people talking – about you! So, let's begin!

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What is brand engagement?

Loosely, brand engagement is the process of forming an attachment (emotional and rational) between a person and a brand. Our favorite, more precise, definition comes from Forrester Research, Inc., an independent technology and market research company. Forrester states:

Brand engagement is the level of involvement, interaction, intimacy and influence an individual has with a brand over time.

According to Forrester, the four components that make up the engagement framework are defined as follows:

Involvement: The presence of a person at the various brand touchpoints.

Metrics for assessing involvement include website visitors, time spent per page, physical store visits, impressions from advertising, PR programs, etc.

Interaction: The actions people take while present at those touchpoints.

Metrics for assessing interaction include click-throughs, online transactions, in-store purchases, uploaded photos or videos, etc.

Intimacy: The affection or aversion a person holds for a brand.

Metrics for assessing intimacy include sentiment measurement in blog posts, blog comments, discussion forums, customer service call sentiment, etc.

Influence: The likelihood a person is to advocate on behalf of the brand.

Metrics for assessing influence include brand awareness, loyalty, affinity, repurchases, satisfaction ratings, forwarded content, etc.

Depending on your business goals and budget, you can approach obtaining this type of information in a couple of ways.

You can make it easy and inexpensive by looking at the quantitative and qualitative data yourself (and with our help), using statistics from your online tools, such as your website and social media accounts, and by judging the intent of comments, shares and other feedback.

In this scenario, you get a general sense of where your brand stands in terms of engagement for the purpose of employing engagement strategies that will increase your profitability and perhaps allow for more formal research down the road.

Or, you can invest in serious and expensive research.

Our goal is to give you a most basic top-line in service of getting you thinking more deeply about brand engagement and what's available to you.



Even businesses and personal brands with the smallest budgets and limited time CAN examine where they stand and make serious improvements based on what they find. We want to help you simply get started immediately with a few engagement and experiential strategies that will make a big difference TODAY.

AND REMEMBER: Brand Experience, Engagement and Experiential Marketing is a specialized area of expertise – and it’s a fairly new field. So, if you find the following questions challenging to answer, don’t worry! We can easily help your assess where you are now and get you started towards achieving great results. All you need to do is skip the questions and call us at 301-681-1438 or email wendy@EvolutionConsultingGroup.com.

Evolution Consulting Group’s Comprehensive Brand Engagement Assessment

The following questions are designed to do two things:

- Illuminate just a few of the ways you can begin to look at brand engagement.
- Provide a starting point for a conversation with us about how experiential marketing can immediately improve your brand engagement.

YOUR ONLINE PRESENCE

First, let’s look at your online presence overall.

Check which of following tools you currently have and next to those you’ve checked, indicate the number of followers, likes or other that correspond to each:

Website	_____	# of unique visitors monthly	_____
		# of visitors each month	_____
Opt-In (email capture)	_____	# of subscribers	_____
Blog	_____	# of subscribers	_____
Facebook Personal Page	_____	# of friends	_____
Facebook Business Page	_____	# of likes	_____
Twitter Personal Acct	_____	# of followers	_____
		# following	_____
Twitter Business Acct (if separate)	_____	# of followers	_____
		# following	_____



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LinkedIn Personal Profile	_____	# of connections	_____
		# of recommendations received	_____
		# of recommendations given	_____
LinkedIn Company Page	_____	# of followers	_____
		# of recommendations	_____
		(total for your business overall and for individual products/services)	
Google+ Profile	_____	# of connections	_____
Google+ Company Page	_____	# of connections	_____
		# of circles creative	_____
Pinterest	_____	# of followers	_____
		# following	_____
Other: Name _____		Stats	_____
Other: Name _____		Stats	_____
Other: Name _____		Stats	_____
Other: Name _____		Stats	_____

YOUR ONLINE ACTIVITY

Next, identify what you consider to be one of your most active weeks within the past month or two (a time you remember being very active yourself) and answer the following questions:

Website

Not including your blog:

How many times did you post new content on your website: _____

What was the average number of times content from your website was shared: _____

How many times were you contacted through your website: _____

Opt-In/Email Marketing

How many emails did you send to your subscriber base: _____

What was the average number of click-throughs on links: _____

How many times was your email forwarded: _____

How many new subscribers did you receive: _____



Blog

How many times did you post on your blog: _____
How many times did you include an image with your blog post: _____
What was the average number of comments to your blog posts: _____
What was the average number of likes for your blog posts: _____
What was the average number of shares for your blog posts: _____

Facebook Personal Profile

How many times did you post on your personal Facebook page: _____
How many times did you include an image or link with your post: _____
What was the average number of likes for your posts that week: _____
What was the average number of comments for your posts that week: _____
What was the average number of shares for your posts that week: _____
How many new likes did you get that week: _____
How many new pages or people did you like: _____

Facebook Business Page

How many times did you post on your business Facebook page: _____
How many times did you include an image or link with your post: _____
What was the average number of likes for your posts that week: _____
What was the average number of comments for your posts that week: _____
What was the average number of shares for your posts that week: _____
How many likes, comments and shares did your Facebook business page give to other pages, people, groups, etc. that week: _____
How many new likes did you get that week: _____

Twitter Personal Account

How many times did you tweet: _____
What was the average number of tweets per day: _____
What was the average number of retweets for your tweets that week: _____
What was the average number of replies to your tweets that week: _____
How many tweets were you mentioned in that week: _____
How many tweets were you directly recommended in that week: _____
How many times did you retweet that week: _____
How many tweets did you reply to: _____
How many tweeps did you mention that week: _____
How many tweeps did you recommend that week: _____
How many new followers did you get that week: _____
How many new people did you follow: _____



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Twitter Business Account

- How many times did you tweet: _____
- What was the average number of tweets per day: _____
- What was the average number of retweets for your tweets that week: _____
- What was the average number of replies to your tweets that week: _____
- How many tweets were you mentioned in that week: _____
- How many tweets were you directly recommended in that week: _____
- How many times did you retweet that week: _____
- How many tweets did you reply to: _____
- How many tweeps did you mention that week: _____
- How many tweeps did you recommend that week: _____
- How many new followers did you get that week: _____
- How many new people did you follow: _____

LinkedIn Personal Profile

- How many posts did you make from your LinkedIn personal profile:
(original content or curated content) _____
- What was the average number of comments you received: _____
- How many group discussions did you participate in: _____
- How many recommendations did you receive: _____
- How many recommendations did you give: _____
- How many connection requests did you make that week: _____
- How many people requested to connect with you: _____
- How many interactions led to meetings or other desired action: _____

LinkedIn Company Page

- How many posts did you make from your LinkedIn company page:
(original content or curated content) _____
- What was the average numbers of comments you received: _____
- What was the average number of times your content was shared: _____
- How many recommendations did you receive: _____
- How many new followers did you get that week: _____
- How many interactions led to meetings or other desired action: _____

Google+ Personal Profile

- How many times did you post:
(original content or curated content) _____
- What was the average number of comments received: _____
- How many discussions did you participate in: _____
- How many new connections followed you that week: _____
- How many new connections did you follow that week: _____



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Google+ Company Page

How many times did you post:
(original content or curated content) _____
What was the average number of comments received: _____
How many discussions did you participate in: _____
How many new connections followed you that week: _____
How many new connections did you follow that week: _____

Pinterest

How many times did you pin on your personal Pinterest boards: _____
How many new Pinterest boards did you create: _____
What was the average number of comments your pins received: _____
What was the average number of times your pins were repined: _____
How many pins did you repin from others: _____
How many new followers did you get that week: _____
How many new people did you follow: _____

Other

Please share similar statistics from any other social media or online tools you use, such as Klout, Tumblr, etc.

YOUR COMMUNITY'S PERCEPTION OF YOUR BRAND

Now, take a look at your online activity overall in terms of feedback (specifically, comments to your social media accounts, on your website, blog, etc.):

How would you describe the overall tone of the feedback:



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How would you describe the overall message of the feedback:

How much influence do you feel the feedback had over others (encouraging new likes, prompting purchase decisions, etc):

We're almost done.

WHAT ARE YOU FEELING RIGHT NOW?

Now, take a look at your answers to all of the questions so far. How do you feel? What's your overall thought?

_____ I'm ecstatic. It appears as though there's lots of engagement. My question is: How do I encourage even deeper engagement, and how do convert this engagement into revenue or other business or personal brand goal?

_____ I'm neutral. I've started working toward engagement and there's a little activity, but clearly there's room for improvement. My question is: What do I do to encourage more engagement across the board?

_____ I'm disappointed. There's not nearly the engagement I want and/or I'm not as active in encouraging that engagement as I need to be. My question is: Where do I start?

_____ I'm overwhelmed. I don't know how to even start assessing this type of information. My question is: Can you help me understand where I am and what steps I could take?

_____ Other: I'm _____ and my question is



YOUR CUSTOMER IMMERSION

Finally, let's look at your target audience EXPERIENCE – how immersed are they able to get in your personal or business brand. **These questions may be more difficult to answer – especially if you do a lot of marketing, so keep it general and do the best you can.**

Including all of the touchpoints in the very first question set (website, blog, Facebook page, etc.), and considering in-person touchpoints, too, how many touchpoints overall are available to your target audiences: _____

How many times do you typically “touch” each customer before he or she makes a purchase or takes the action you want them take (include email marketing; posts regarding specific offerings, etc): _____

How often do your customers themselves immerse another person in your brand – meaning how often are touchpoints created not by you but someone else:

Often _____
Sometimes _____
Rarely _____
Never _____

How many opportunities do you give your target audiences to truly experience your brand – see, feel, touch, talk, taste:

Each week _____
Each month _____
Each year _____

What are the ways in which you've immersed your target audiences in your brand:

What are your ideas for creating new brand experiences in the future:

Phew! You're done!

Thank you for taking the time to look through our questions and to answer as many as you can.



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As we mentioned at the start, our hope is that this assessment inspires you to dive more fully into brand engagement and experiential marketing strategies (**Evolution's break-through method of engaging audiences with personal and consumer life-style brands**) that will take your audience from passive observers to loyal brand activists.

You've already experienced our brand at our launch event and it's our desire to create the same type of immersive brand experience for your business or personal brand. In doing that, we can help you improve results in all the areas covered in this assessment – from getting more comments and shares to turning those comments and shares into community builders, and finally, converting your engaged community into revenue or whatever measurement of success is your top priority.

We invite you to email or mail a scanned copy of your responses to this assessment to us directly and we'll be in touch with you ASAP to set up a complimentary consultation.

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Or, simply give Wendy a call at 301.681.1438 to schedule a complimentary consultation.

If you contact us via email or mail, please share the following information so we can connect with you:

Your Name:
Your Company:
Your Title:
Your Email Address:
Your Phone Number:

A Final Thought for You

Assessing brand engagement requires more information than we've asked you to include in this assessment. As we said, this is your starting point.

There are many factors to consider, including the interplay between touchpoints, your current marketing program and how it's driving activity and much, much more.

Our role is to look at your brand engagement overall and plan experiential marketing programs and/or campaigns that deepen Involvement, Interaction, Intimacy and Influence.

We start with a conversation with you to learn more about your business and goals, determine what's needed and, then, we develop programs (including immersive events) that get the ball rolling right away.

So, no matter what is the right path for you, effective brand engagement and experiential marketing start with a simple conversation.

We're looking forward to talking with you soon!

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