

4 DIGITAL HABITS TO **BOOST YOUR BRAND**



Audit your website

- Are you addressing your target audience?
- Ensure navigation is clear and easy to follow
- Check your links - do they all work? Is security up to date?
- Add video to enhance audience visibility
- Update content so it is current. Evaluate whether or not it improves SEO.

Refresh social media & ad accounts

- Delete outdated and irrelevant content.
- Check out social accounts of competitors & learn from them.

Review performance analytics

- Take note of your most engaged target audience.
- Measure which content performs best.
- Find out which products were most in demand.
- Assess which ads had a higher ROI.
- Evaluate whether you're on the right platforms for your brand and adjust accordingly.

Keep your branding relevant

- Delete all content that is off-brand.
- Determine whether your branding is clear, engaging, and consistent.
- Adjust your brand image to reflect your values.
- Update graphics and other visual elements as needed.