

# HIRING A FREELANCE BRAND CONSULTANT OR BRAND AGENCY WITH THE BENEFIT OF HINDSIGHT:

## A 12-POINT PERFORMANCE SCORECARD

for CMO's, Marketing Directors, Small Business Owners & Startups



### THE RIGHT BRAND AGENCY OR FREELANCE BRANDING CONSULTANT FOR YOU

When you hire a freelance brand consultant or branding agency, it pays to think through how you will evaluate the finished work. By time-traveling, as it were, and projecting yourself into the future, you can reverse-engineer your selection process. If you assume the branding project you are now sitting on is done, asking yourself why you are satisfied, disappointed or over-the-moon ecstatic helps tailor your management approach from the get-go. While this branding checklist is by no means exhaustive, it should help you identify where many brand projects go astray. It should also help equip you for the vast differences in branding experience, service and talent available to you on the marketplace today.

		YEP! 😊	NOT SO MUCH 😞
PROCESS	1: Did your brand consultant or brand agency explain that all worthwhile branding is deeply rooted in positioning... and that the initial process for isolating a more robust position is more of a business analytics exercise than a creative one?	<input type="checkbox"/>	<input type="checkbox"/>
	2: Did your branding consultant or branding agency define the role as one of business development partner?	<input type="checkbox"/>	<input type="checkbox"/>
	3: Did your target-connector first seek to understand your world, listening attentively to your specific objectives and then immersing into a study of the industry, your targets, the competitive landscape and the existing company, brand or culture?	<input type="checkbox"/>	<input type="checkbox"/>
	4: Did your brand advisor set and meet predetermined goals for the project that included helping you uncover new truths in the areas of: functional benefits, identifying and defining your brand's core and its elements, and how to be relevant and evocative in your market space?	<input type="checkbox"/>	<input type="checkbox"/>
PEOPLE	5: Did your branding agency or brand consultant possess the unique big picture ability to interpret a vast amount of information and inputs, organize, weigh and prioritize them against concrete business objectives, and present them back to you as a cohesive set of organizing principles?	<input type="checkbox"/>	<input type="checkbox"/>
	6: Did the person responsible for your brand discovery, brand strategy and brand development demonstrate honesty and integrity when advising you on potential trouble spots and the resources required to achieve your primary and secondary objectives?	<input type="checkbox"/>	<input type="checkbox"/>
	7: Did your freelance brand consultant or brand agency demonstrate the leadership skills necessary to create consensus and buy-in, as well as the creative performance management proficiency and project planning skills to determine the means, coordinate the work and measure/manage for timely completion?	<input type="checkbox"/>	<input type="checkbox"/>
	8: Did your branding agency or consultant exhibit high standards of personal commitment, identifying new venues and growth opportunities and working to ensure final reports and creative options were engineered for maximum impact?	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCT	9: Did the final brand or brand development executions help focus and center your company's marketing efforts while garnering you the attention you deserve?	<input type="checkbox"/>	<input type="checkbox"/>
	10: Did the resultant brand blueprints or creative deliverables help you identify the most important selling points for key customer groups, increase understanding of what makes you unique and why they buy from you, and introduce a distinctly memorable identity to the marketplace?	<input type="checkbox"/>	<input type="checkbox"/>
	11: Did the newly invigorated brand elements reflect the organization's new understanding of what to say and how to say it best?	<input type="checkbox"/>	<input type="checkbox"/>
	12: Did the articulation of the brand's pillars help create greater organizational alignment for how to execute on the CEO's vision?	<input type="checkbox"/>	<input type="checkbox"/>