Heart Attack

Marketing

S Brand Resuscitation Checklist

Is Your Brand Flatlining or Fighting Fit?

Use this checklist to diagnose weak spots and start the revival process before it's too late.

🚨 1. Vital Signs – Visibility & Awareness

- ✓ Do people *recognize* your brand in your market or niche?
- ☑ Is your logo, tagline, and tone consistent across all platforms?
- Can someone tell what you do within **3 seconds** of landing on your homepage?
- Are you ranking for any local or industry keywords?

1 2. Heart Rate – Website Performance

- ✓ Does your site load in under 3 seconds?
- ✓ Is it mobile-friendly and easy to navigate?
- 🔽 Is your call-to-action clear and above the fold?
- ✓ Do you have conversion tracking or heatmaps installed?

🧠 3. Brain Function - Messaging & Positioning

- ✓ Do you have a clear value proposition?
- Are your services written in the customer's language, not just yours?
- ✓ Is your copy designed to convert—not just inform?
- ✓ Do you use case studies or testimonials to prove your impact?

4. Blood Pressure – Advertising & Campaigns

- Are you running targeted ads (not "spray & pray")?
- ✓ Do your campaigns drive traffic to optimized landing pages—not just your homepage?
- ✓ Are you A/B testing ads, emails, or CTAs?
- Are you tracking cost per lead (CPL) and return on ad spend (ROAS)?

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5. Recovery Plan – Retention & Follow-Up

- Do you have automated email flows for new leads or clients?
- Are you regularly publishing blogs, videos, or content to stay top-of-mind?
- Do you offer value post-sale (check-ins, upsells, etc.)?
- \mathbf{V} Do you have a customer referral or loyalty program?

6. Diagnostics – Data & Insights

- Do you review your marketing metrics monthly or more often?
- Are you making strategic changes based on data, not just intuition?
- Have you run a full marketing audit in the last 6 months?
- Do you know where your best leads actually come from?

Scoring:

- 20–24 Checks = Your brand is thriving. Keep pushing.
- 15–19 Checks = You're stable, but need attention—schedule a strategy call.
- 10–14 Checks = Flatlining. You need Brand Aid™ now.
- **0–9 Checks** = Code Red. Your brand's on life support.