

www.thebumblebee.in



This is your Brand Touchpoints Scorecard!

Before you decide your marketing goals and budget, take this health check to assess where your brand and marketing stand right now!

All you need is 10 minutes and a pen! If your answer to any of our questions is “yes” give yourself the points mentioned. Add your score!

Powered by the



**BUMBLEBEE
BRANDING COMPANY**



Once we build the foundation, we start creating brand collaterals and touchpoints. Touchpoints are a collection of media used to promote your brand and support the sales and marketing of your product or service. At the Bumblebee Branding Company, we define your brand touchpoints broadly in two categories - website and social media - the ultimate marketing tools!

Deliverable

Website	Score
<input type="checkbox"/> Do you use a non-shared website hosting space for better performance?	2
<input type="checkbox"/> Do you have a good SSL certificate installed?	2
<input type="checkbox"/> Is your website mobile-responsive?	3
<input type="checkbox"/> Do you have a minimum of 5 pages for your SEO to rank better?	3
<input type="checkbox"/> Do you have a campaign-specific landing page with an inbuilt sales funnel?	2
<input type="checkbox"/> Is your brand selling digitally on your own website?	2
<input type="checkbox"/> Is your website optimized for SEO?	3
<input type="checkbox"/> Is your website UI designed based on your buyer persona and customer journey?	3

Website	Score
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- | | |
|--|----------|
| <input type="checkbox"/> Do you have a chatbot on your website? | 3 |
| <input type="checkbox"/> Does your website collect leads and push them to your CRM? | 3 |
| <input type="checkbox"/> Do you update your website content at least twice a month? | 2 |
| <input type="checkbox"/> Do you add at least 1 blog a week to your website? | 2 |
| <input type="checkbox"/> Is your website content in line with your brand message and goals? | 3 |
| <input type="checkbox"/> Do you have a visitor goal for your website? | 3 |
| <input type="checkbox"/> Do you increase that goal monthly? | 2 |
| <input type="checkbox"/> Do the first sections of your page load within three seconds? | 3 |
| <input type="checkbox"/> Do you have a Google Page Speed score of 70 and above for Desktop? | 3 |
| <input type="checkbox"/> Do you have a Google Page Speed score of 60 and above for Mobile? | 3 |
| <input type="checkbox"/> Do you back up your website every time you update the content or at least once a month? | 3 |

A

Social Media	Score
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- | | |
|--|----------|
| <input type="checkbox"/> Do you have accounts on Facebook, LinkedIn, Instagram, and YouTube? | 4 |
| <input type="checkbox"/> Do you have a content strategy? | 2 |
| <input type="checkbox"/> Do you have a social media strategy? | 3 |
| <input type="checkbox"/> Do you have a 52-week content calendar? | 3 |
| <input type="checkbox"/> Do you have content buckets for posting? | 2 |
| <input type="checkbox"/> Do you have at least 50 posts on your social handles to start promotion? | 2 |
| <input type="checkbox"/> Do you have at least 50 stories on your social media in Story Highlights? | 3 |
| <input type="checkbox"/> Do you have at least 15 brand videos on your social media channels? | 3 |

Social Media

Score

- | | | |
|--------------------------|--|---|
| <input type="checkbox"/> | Do you hold a live session on your channels at least once a month? | 3 |
| <input type="checkbox"/> | Do you post on your accounts at least 3 times a week? | 3 |
| <input type="checkbox"/> | Do you share posts weekly on social or online communities? | 3 |
| <input type="checkbox"/> | Are you active on social media four-five days in a week? | 3 |
| <input type="checkbox"/> | Is your response time to comments and DMs within 24 hours? | 2 |
| <input type="checkbox"/> | Do you have a full-time social media account manager? | 3 |
| <input type="checkbox"/> | Do you track your social media analytics at least once a month? | 3 |
| <input type="checkbox"/> | Do you track the sentiments of your subscribers and followers at least once a month? | 3 |

A + B =

B

Ring ring ring! It's time to check where your brand Touchpoints stand!

80+

Congratulations! Your brand touchpoints are highly effective - just a few cracks for us to fix for perfection!

60-80

Great start on this journey! We now know what needs to be fixed so worry not, it won't be too long!

40-60

A success on some, a few things to complete! But overall a great idea for your touchpoints.

<40

Ouch! That must hurt! But the hurt is just temporary, because we have touchpoints to build! Let's get started!

Send us back your scorecard, we will do an item-wise audit into your brand's Touchpoints and recommend your next steps forward!

Our Services to build your Brand Foundation



Creatives



Website



Social Media



Blogs

We're ready to get you there!

Our team of experts that will guide and support your every step.

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