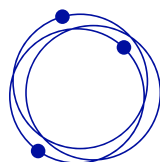


# 10 Questions

FOR MARKETERS TO

REVIVE  
REINVENT  
OR EXPAND

YOUR BRANDED BUSINESS



EMC Strategy  
Insight - Innovation - Impact

[WWW.EMCSTRATEGY.COM](http://WWW.EMCSTRATEGY.COM)

IF YOU RUN A BRANDED BUSINESS AND GROWTH HAS STALLED, OR YOU'RE LOOKING TO ACCELERATE STRONG MOMENTUM, IT CAN BE DAUNTING - IT'S NOT ALWAYS CLEAR WHERE TO START.

It's tempting to jump straight into execution mode: launch a new product, change your pricing or go to market channels, put new content out on your platforms.

But these **may not be the right solutions** for your specific challenge, or just not right for that moment in time.

From my corporate experience leading large and smaller brands of all "shapes" and sizes, I've learned it's ALWAYS a good idea to **STEP BACK** and **DIAGNOSE** what's happening with your business --the good, the bad, and the confusing - before taking any big steps or shifting direction.



**What I'm referring to is the importance of having a complete, up-to-date Brand Strategy to guide your future path.**

IMAGINE FEELING CONFIDENT THAT:



The **Brand Story** you've worked hard to craft resonates with your target user



A product in your lineup or a planned campaign is perfectly poised to exploit a **competitive** weakness



Your future **innovation** is totally in sync with consumer trends and needs

That's why I've developed this **Brand Growth Self- Assessment**, composed of 10 questions using my I-3 Growth Framework: **Insight –Innovate- Impact**.

I've used this approach to help future-focused leaders to understand their brand and business dynamics (regardless of size or maturity) and pinpoint the keys to future success before investing time and resources, and avoiding potential rework.

# 10 Questions

## TO REVIVE, REINVENT OR EXPAND YOUR BRANDED BUSINESS



### INSIGHT

Clarity on where you are now, and Clues to where you should be headed

#### Have you defined your Brand Story, Mission and Values?

Hint: think about When and Why your brand came to be, and why it's relevant today.



**82% OF SHOPPERS** want a brand's values to align with their own.

"YOUR BRAND SHOULD STAND FOR WHAT YOUR BUSINESS FEELS."

Do you have a "full surround" picture of your Target Customer? Your view should consider demographics, behaviors, and psychographics?



People relate to people, not numbers. A rich, "3D" picture of your ideal user drives stronger marketing impact.

How do you define your Competition? Do you think of it narrowly or broadly, and how might that impact your market performance?

Brands like Apple, Starbucks and Amazon are living proof of the impact of redefining their competitive set.



Can you articulate what actually drives your business? Which initiatives work hardest or have a proven ROI?



ROI is the most important metric (48.4%) required by CEOs for marketing investment



## INNOVATE

Ensure your product / service brings something  
**NEEDED** and **NEW** to your market or category

How can you shake up your approach to **generating ideas or finding inspiration**?



**From my experience leading innovation teams, creativity is boosted by getting outside your day-to-day environment.**

Are you attuned to, and is your brand aligned with, **Market Trends**? Think about this at the macro level and within your specific sector or category



Staying timely, culturally relevant, and in tune with ever-evolving consumer needs is a must-do in today's saturated, 5G-enabled, always on world

Do your core products, or what's in your pipeline, **solve a problem or unmet need for the user**?

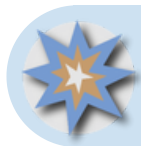


With infinite choices in most existing product or service categories, **eliminating a pain point or adding a valuable benefit** can help you break through. Think Uber, Door Dash, Spotify.

In bringing a new offering to market, especially if you plan to do so frequently, how structured and **repeatable is your process**? Do all the necessary stakeholders know and play their roles?



**A consistent, yet flexible, development and commercialization process** decreases cost/time to market



## IMPACT

Execute with Excellence so your products and programs thrive in market

Do your products or services clearly reflect your brand mission, values and distinct benefits?



**See #1 above!**

What are the **Must -Do initiatives to get the proposition or execution right in market**, ensuring you hit your goals?



***“Give me 10 seemingly equal investment priorities instead of 3 REALLY important ones” ... .said no person ever!***

**As you and your team work through these 10 questions, is VERY likely more will come up, revealing the need for more analysis or research, such as:**



What information or data do I need to gather to dig deeper into the business dynamics?



What evidence might be lacking that my brand and products have good market fit today, and more importantly, in the future?



What should I do to prioritize when I have more ideas than we could possibly execute?



Do I have the right mix of skillsets and perspectives on my team with a combined ability to execute?

**I work with my clients to address any or all these questions and more.**

We'll partner to capture your collective knowledge AND uncover new insights from multiple angles, including the voice of the consumer, the untapped equities of your brand, and importantly, your company's assets and capabilities. This approach arms you and your team with the insight to move forward with clarity and efficiency, helping to avoid costly missteps and rework. With this solid foundation, you'll be on your way toward achieving your growth goals.

If you'd like to discuss your answers to these questions, or learn more about how we can partner to unlock the growth opportunities for your brand or portfolio, please email me at [elizabeth@emcstrategy.com](mailto:elizabeth@emcstrategy.com) to set up a call.

# ABOUT ME

Hi! I'm Elizabeth, founder of EMC Strategy LLC, a strategic growth consultancy for scaling, mid-sized and established brands in the food, beauty, wellness and cannabis industries.

As a former corporate marketer and innovator turned strategy consultant, what lights me up is helping future-focused leaders to unlock their growth opportunities and create the roadmap to seize them.

Through my I-3 Growth Framework, and a blend of analytics, strategic discipline and innovative mindset, I work with my clients to crystallize the foundation for sustainable brand growth, and the right plans and products to get there.

**I look forward to working with you!**

*Elizabeth*



***Connecting the Dots from Insight to Impact™***

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Sources: oberlo.com, retailtouchpoints.com / Harris poll, marketingweek.com

