

# i'm brands™

**BRIEF** - *"The first step towards global growth is to know who you are, why you do what you do, and who you do it for."*

№	QUESTIONS	ANSWERS
<b>Communication Channels   Branding</b>		
1.	Please share the current materials you have (brand book, guides, logos, etc.).	
2.	Provide references for information presentation and positioning (companies you look up to).	
3.	What communication channels are currently active apart from Instagram (provide links)?	
4.	Is the primary language of communication one or will there be duplication in different languages?	

5.	What printed materials currently exist in the old design (brochures, banners, etc.)?	
6.	Integrations: Where are they currently placed (apps, platforms, magazines, websites, etc.)?	
7.	Are there any partnership programs for customer base exchange?	
8.	Where have you integrated (exhibitions, events, etc.)?	
9.	Which bloggers/influencers do you work/worked with and under what conditions?	
<b>PRODUCT AND COMPETITORS</b>		
10.	Description of services:	
11.	Target Audience: Full description of the TA: Geographic - country, region, city. Demographic - age, gender.  Psychographic - social class, lifestyle, personality type.  (using three key clients as examples)	

12.	In what situation do people buy your product? What consumer problem does the product solve?	
13.	Why do customers come to you? What are your unique selling points (USPs)?	
14.	Provide examples of your competitors in the market. Honestly indicate their advantages and disadvantages.	
15.	What does the customer interaction process look like? (Who and how works with the customer, who communicates with the customer, who participates in projects and at which stages)	
<b>ANALYTICS</b>		
16.	Can you provide us access to the Facebook advertising account for conducting company analytics?	
17.	Which CRM system do you use?	
18.	Are there sales analytics data available?	
19.	Data on top services (what is in high demand)?	

20.	<p>Customer retention rate?</p> <p>Is there communication with the customer database (follow-ups)?</p> <p>Do you have a customer database?</p>	
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<b>Additional Information</b>		
21.	<p>SEO - Is it currently implemented?</p> <p>Advertising in Yandex.Direct/Google Ads?</p>	
22.	<p>Goals, expectations - KPIs for monthly/half-yearly results?</p>	
23.	<p>Marketing team structure at the moment - who, in which roles, with what schedule, and under what conditions is working? (photographer, videographer, SMM, etc.)</p>	
24.	<p>How and where are all photos/video materials stored?</p>	

**Thank you for your time! Now you are one step closer to your brand!**  
**Best regards,**  
**i'm brands team**

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