

Being visible & available for your clients

An Interactive DRIVE workshop with brand marketing specialist Dan Ince



Worksheet

- 1. Is your client insight up to date?*
- 2. Keeping awareness topped up*
- 3. Be available. Be within arms-reach*

1. Is your client insight up to date?

Where do you get your insight from?

What's changing for your clients?

What impact is this having on your business?

Is this a short term issue, or one you feel will remain in a post Coronavirus world?

How can you best meet your clients changing needs?

2. Keeping awareness topped up

What does your current communication plan look like? Your tone, channels, frequency?

What do your audience need from you? Entertainment? Education? Information?
Inspiration?

Where are your audience hanging out these days? LinkedIn? Facebook? Insta? Twitter? Podcasts? @home? In the garden?

How can you adjust your comms plan (tone, channels & frequency) to more usefully serve your audience?

3. Be available. Be within arms-reach

Are you communicating you're open and are easy to reach across all channels?

How are you keeping in touch with and supporting existing clients?

What else could you do to keep your business within easy reach for your audience?

**Remember, marketing is an action sport.
Summarise your plan below and take action!**

1. I will best meet my clients' needs by;
2. I will adjust my comms plan (tone, channels & frequency) by:
3. I will keep in touch and support my existing clients by:

Get more from BrandWorks

Based on the border between Hertfordshire, Bedfordshire & Cambridgeshire, I'm a Brand Consultant, Marketing Director, Coach, Mentor, and passionate brand 'fixer' on a mission to help businesses grow.

I work with small and medium sized businesses to develop their unique market position and create actionable growth strategies.

I love sharing all things marketing and branding, so why not:

- Connect with me on [LinkedIn](#)
- Visit the [BrandWorks](#) website
- Or contact me: dan@brandworksmarketing.co.uk

