fluostudio

WORKSHEET

How to measure branding results

Branding can be measured, just not with a single number and not after a week. This worksheet gathers metrics the company usually already has to hand, in Google, in the CRM and in the sales team's inboxes.

TIME

40 minutes to start, then 15 minutes a quarter

WHO IT'S FOR

Marketing, sales and the board

INSIDE

6 statements and 18 metrics

Online version that adds up the score for you: fluo.studio/knowledge-base/tools/how-to-measure-branding-results/

Before you start

The most common mistake is measuring after the fact. The new brand launches, six months later the board asks what it achieved, and nobody recorded how things were before. That's why the worksheet starts with a baseline.

The metrics come in four groups. Recognition tells you whether people know the company and search for it. Perception tells you what they think of it. Sales shows whether the brand shortens the path to an order. Team efficiency shows how much time templates and clear rules save.

You don't need to measure everything. A few numbers tracked for a year tell you more than twenty that change every month. In the PDF, each metric has empty columns for today's figure, the target and the person who keeps an eye on it.

HOW TO USE IT

1. Go through section 1 and fill the gaps before you change anything in the brand.
2. Pick two or three metrics from each group and fill in today's figures. That's your baseline for the whole year.
3. Set a target and choose someone to enter new figures every quarter. Compare the same months year on year.

01 Before you start measuring

Ticks _____ of 6

Tick what the company already has. Every gap is a place where, a year from now, you'll be left guessing.

- [ ] It's clear what the branding should change: more enquiries, higher prices, shorter sales cycles or easier recruitment.
- [ ] The situation before the change is on record: website traffic, number of enquiries and sales in the same months.
- [ ] The website has Google Analytics and Google Search Console, and a submitted form counts as a conversion.
- [ ] The CRM or the sales team's spreadsheet shows where each customer came from and how long the sale took.
- [ ] It's clear what else will affect results in this period: trade fairs, campaigns, price changes, new products.
- [ ] Someone will gather the figures in one place every quarter.

UP TO 3 TICKS

Fill the gaps before you change the brand. Without a record of how things were before, a year from now all you'll have is an impression, and impressions are hard to defend in front of the board.

FROM 4 TICKS

You have the basics for reliable measurement. Pick metrics from the next sections and record today's figures before any changes start.

02 Recognition

Whether people know the company and search for it by name.

METRIC	WHAT IT SHOWS	WHERE TO GET THE DATA	HOW OFTEN	TODAY	TARGET	OWNER
Searches for the company name	How many people search for the company by name rather than by service	Google Search Console (queries with the name)	Monthly			
Direct visits	How many people type in the address or keep the site in their bookmarks	Google Analytics	Monthly			
Mentions online	Whether anyone writes about the company without its involvement	Google Alerts or a monitoring tool	Quarterly			
Recognition among customers	How many people know the brand unprompted	A short survey after a trade fair or in the newsletter	Once a year			

03 Perception

What people think of the company and the words they use to describe it.

METRIC	WHAT IT SHOWS	WHERE TO GET THE DATA	HOW OFTEN	TODAY	TARGET	OWNER
What customers say about the company	Whether they talk about what the company wants to communicate	Three questions in a survey or at the end of a sales conversation	Every six months			
Google rating and reviews	The first impression before any contact	Google Business Profile	Quarterly			
Willingness to recommend (NPS)	Whether customers will recommend the company to others	One question in a post-order survey	Every six months			
Discount negotiations	Whether the image helps hold the price	Sales reps' notes and the CRM	Quarterly			

04 Sales

Whether the brand shortens the path from first contact to order.

METRIC	WHAT IT SHOWS	WHERE TO GET THE DATA	HOW OFTEN	TODAY	TARGET	OWNER
Website conversion	How many visits end in an enquiry	Google Analytics: enquiries divided by visits	Monthly			
Enquiry quality	How many enquiries match what you sell and your price range	The CRM or the sales team's inbox	Monthly			
Sales cycle length	How many days pass from first contact to order	CRM	Quarterly			
Proposal win rate	How many proposals sent end in an order	CRM	Quarterly			
First order value	Whether new customers start with bigger orders	CRM and invoices	Quarterly			
Customer acquisition cost	How much a new customer from ads and trade fairs costs	Marketing budget divided by the number of new customers	Quarterly			

05 Team efficiency

How much time and money templates, files in one place and clear rules save.

METRIC	WHAT IT SHOWS	WHERE TO GET THE DATA	HOW OFTEN	TODAY	TARGET	OWNER
Time to prepare a proposal	Whether templates save the sales reps time	Timing a few proposals before and after the change	Every six months			
Small jobs	How often the team asks a designer or agency for minor fixes	Job requests, invoices and emails	Quarterly			
Off-brand materials	How many versions of the logo, colours and templates are in circulation	A review of random materials (consistency audit)	Once a year			
Recruitment	How many applications come in and whether candidates know the company	HR and a question at the interview	Every six months			

06 How to read the results

- Compare the same months year on year. The season can change results more than a new logo.
- Note next to the figures what happened: a trade fair, a campaign, a new sales rep, a price change. Without that, a year from now nobody will be able to explain a jump.

- Change shows up fastest in the team's work and in enquiries. Recognition grows more slowly, so measure it in years, not weeks.
- One number proves nothing. When enquiries go up but their quality goes down, the brand is attracting customers the company doesn't really want.

Would you rather go through the results with someone who does this every day?

In the first call we'll tell you plainly whether we can help. If we can, you'll know before we start what we'll do, in what order and when.

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ONLINE VERSION
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