

Brand Assessment & Action Plan



Prepared for Caron (CJ) Lyon • June 27, 2013 • Powered by Twylah

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★ ★ ★ CONGRATULATIONS! ★ ★ ★

Congratulations Caron (CJ) Lyon!

You're on your way to building a brand people love and realizing the vision you have for yourself and your business.

This report reveals where you are now and unlocks a customized plan of action to take you to where you need to be.

Let's get started!

THIS REPORT IS FOR YOU IF...

- You want to build your business on Twitter, but are not sure where to start (and don't have the time).
- You love Twitter, but aren't really seeing the "real life" results you would like.
- You want to build a brand people love!

THIS REPORT IS NOT FOR YOU IF...

- You are primarily a reader on Twitter, not a publisher.
- You are not interested in building your brand or business on Twitter.
- You are focused on social interaction, customer service, and nothing more.

HOW TO USE THIS REPORT

- Review your "10 Brand Topics" (page 2). These topics represent your particular areas of interest or expertise.
- See how you score on Focus, Consistency, and Resonance -- the 3 Pillars of Brand Alignment.
- Checkout your Brand Alignment score and read our "Expert Analysis" (page 7).
- Do the items in your Action Plan.
- Print this report and share it with your manager or team, and use it as a guide for your content.

How "on brand" are you?

Below are your 10 Brand Topics. These are the topics you chose to represent your particular areas of interest or expertise.

Topics 1-3 represent the top 3 things you want to be known for.



Topics 4-10 represent your other interests and passions.

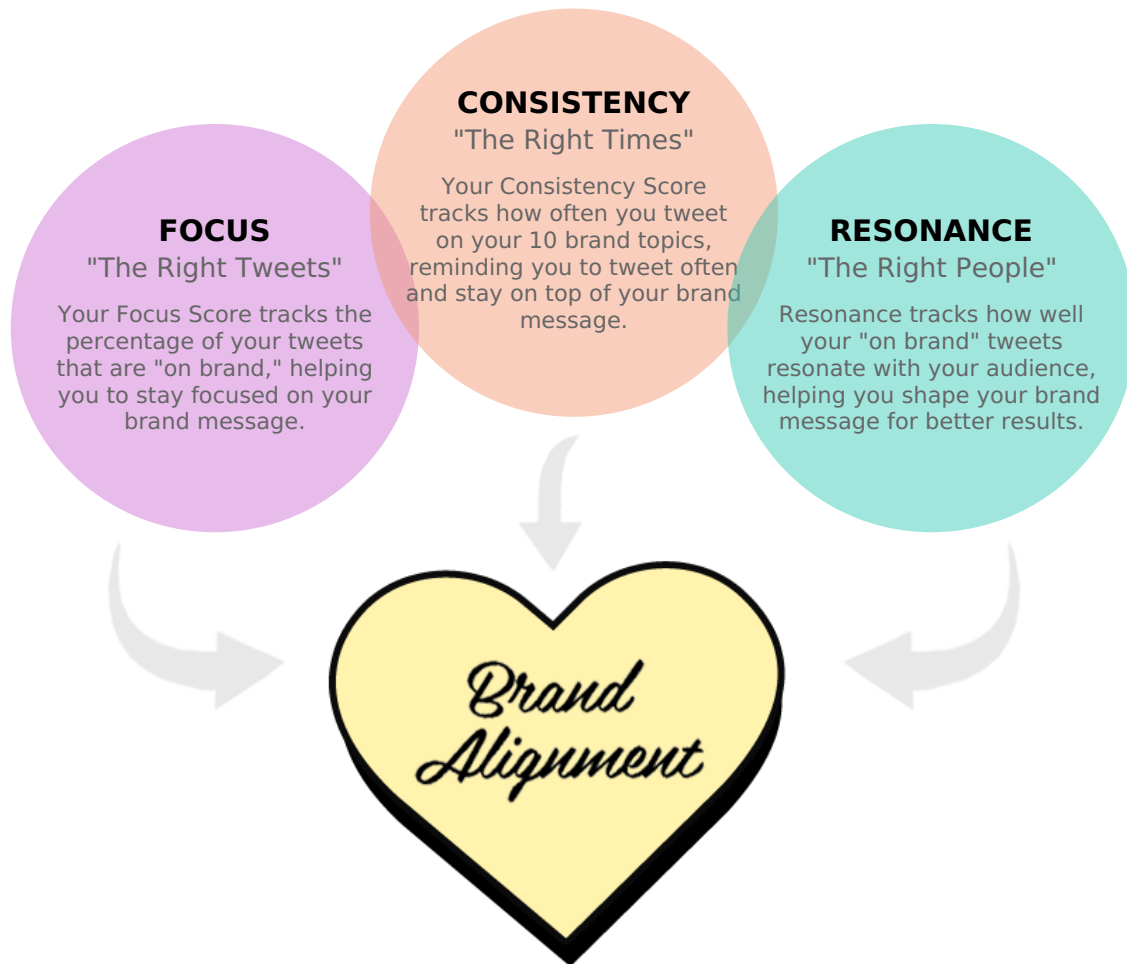
! 8 of your Brand Topics (above in red) are NOT in your top 20 most tweeted topics.

This is your Brand Gap -- the gap between how you wish to be known (your 10 Brand Topics) and what you are actually tweeting.

Lessen your Brand Gap by tweeting more on brand. Keep reading to discover how!

Three Pillars of Brand Alignment

To build your brand and business on Twitter, you need to get the right tweets to the right people at the right time. But while it is simple, it is definitely not easy. Let's break it down!



WHY FOCUS?

Focusing your content ensures that your followers engage and transact with you in ways that are aligned with your brand messages and business offerings. Choosing and refining a suite of keywords to represent your brand increases the potency of your messaging.

WHY CONSISTENCY?

Tweeting consistently establishes and maintains visibility, which is crucial for your brand and business. When the half-life of a tweet is 8 minutes, and most tweets disappear within an hour, tweeting frequently "on brand" is essential to making an impression and maximizing exposure.

WHY RESONANCE?

You can't please everyone all of the time, but you can please the RIGHT people all of the time. When your resonance score is high, you know your current audience is interested in what you have to say. Resonance is the measurement of your "content/audience fit."

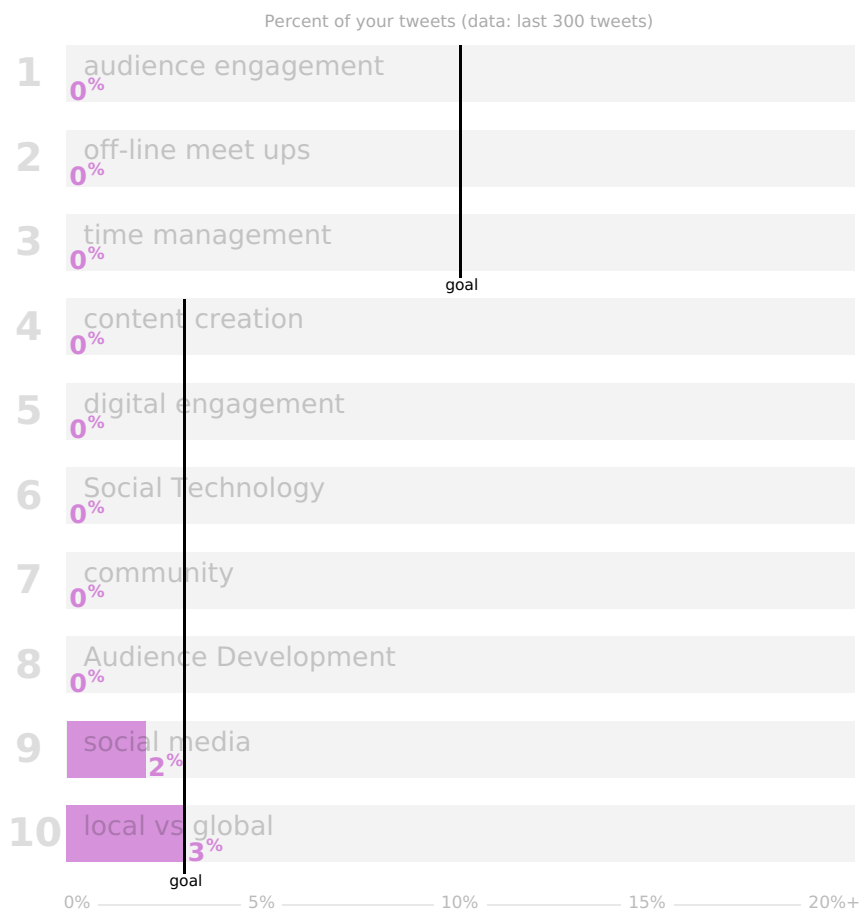
How focused are you?



Yikes! Your grade is an **F**. Your tweets needs more focus.

Grade Scale: A = 90+ B = 80-89 C = 70-79 D = 60-69 F = <60

WHICH OF YOUR BRAND TOPICS DO YOU FOCUS ON MOST?



YOU HAVE GREAT FOCUS ON:

- social media
- local vs global



YOU HAVE NO FOCUS ON:

- audience engagement
- off-line meet ups
- time management
- content creation
- digital engagement
- Social Technology
- community
- Audience Development

ACTION PLAN

- Tweet more about your top 3 brand topics -- **audience engagement, off-line meet ups, and time management**. Each of your top 3 brand topics should make up at least 10% of your total tweets.
- Tweet about topics 4-10 enough so that each maintains 3% of your overall tweets.
- We can help you stay focused! We've built a brand tracking tool to make your life easier. [Check out Brand Builder >](#).

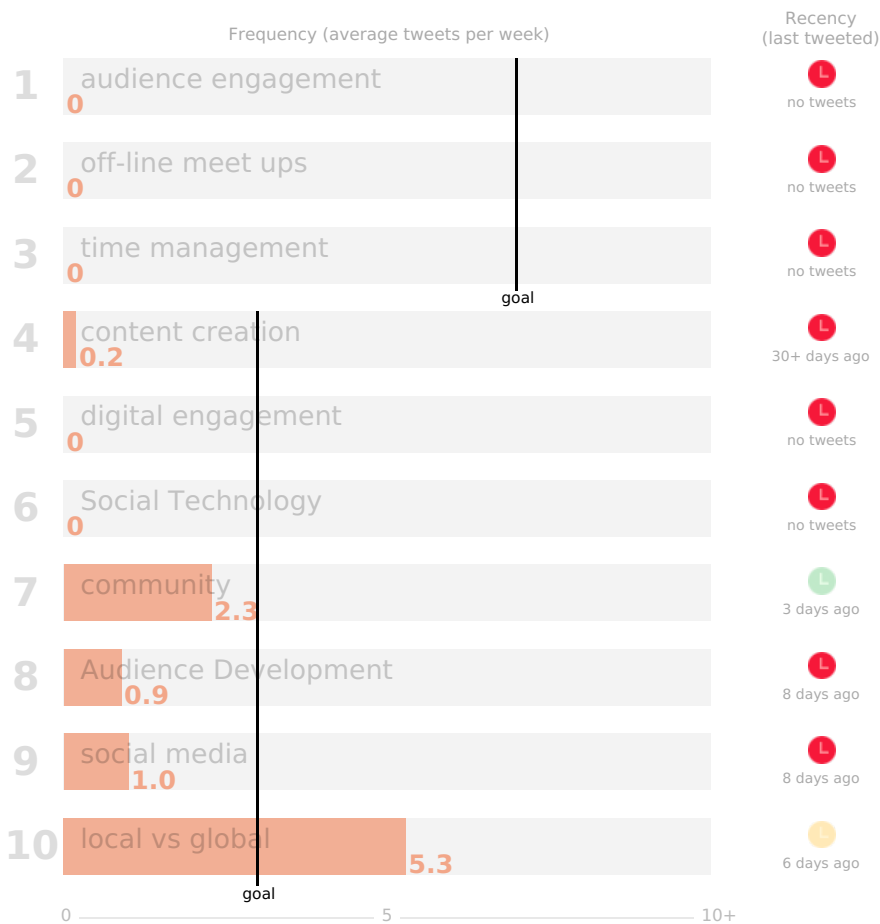
How consistent are you?



Needs improvement! Your grade is an **F**. You are not very consistent when tweeting about your 10 brand topics

Grade Scale: A = 90+ B = 80-89 C = 70-79 D = 60-69 F = <60

WHICH OF YOUR BRAND TOPICS DO YOU HAVE THE MOST CONSISTENCY?



YOU ARE VERY CONSISTENT ABOUT:

- local vs global

YOU NEED MORE CONSISTENCY ON:

- content creation
- community
- Audience Development
- social media

YOU HAVE NO CONSISTENCY ON:

- audience engagement
- off-line meet ups
- time management
- digital engagement
- Social Technology

ACTION PLAN

- Tweet regularly about **audience engagement, off-line meet ups, and time management**. You need to tweet about each of these at least 7 times a week to keep your consistency score high.
- Tweet about topics 4-10 at least 3 times each week for each topic.
- Need help tracking what to tweet about and how often? We've built a brand tracking tool to do exactly that! [Check out Brand Builder »](#).

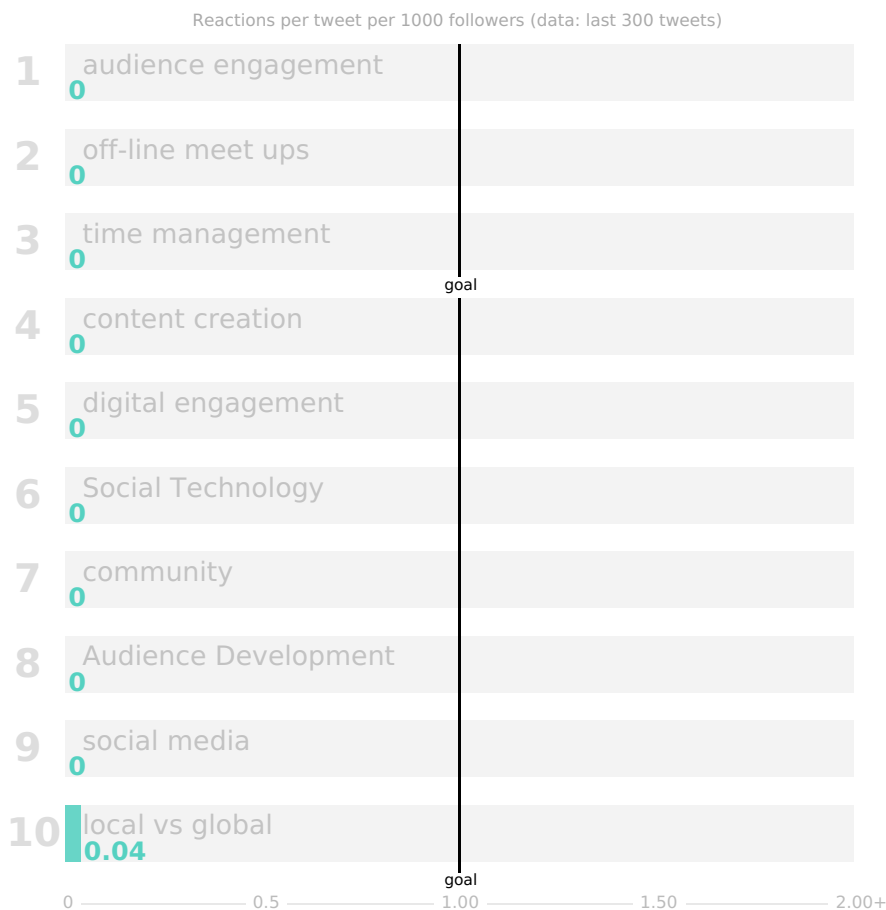
Does your content resonate?



Needs improvement. Your grade is an **D-**. Whenever you tweet about your 10 brand topics you average 0.02 reactions (retweet, reply or favorite) per tweet per 1000 followers.

Grade Scale: A = 0.51+ B = 0.16-0.50 C = 0.05-0.15 D = 0.01-0.04 F = 0

WHICH OF YOUR BRAND TOPICS RESONATE MOST?



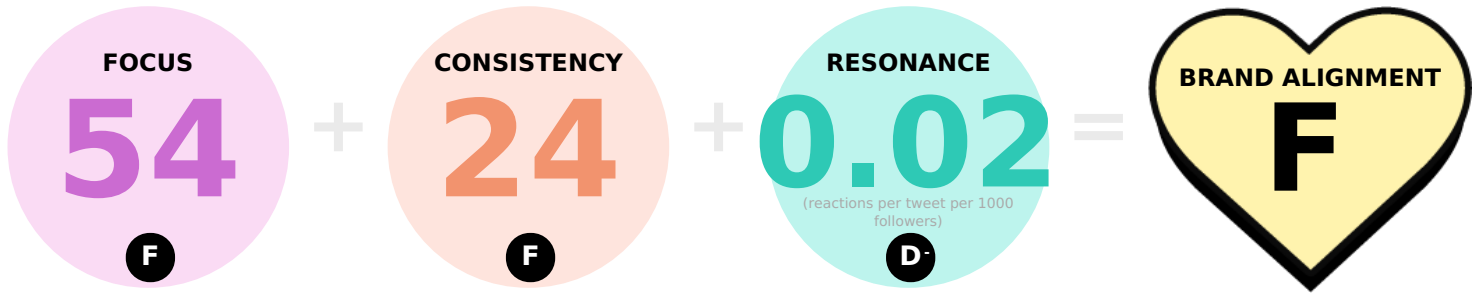
YOU HAVE NO RESONANCE ON:

- audience engagement
- off-line meet ups
- time management
- content creation
- digital engagement
- Social Technology
- community
- Audience Development
- social media

ACTION PLAN

- Tweet more about **local vs global and Social Technology**. These topics resonate best with your audience. [Check out Brand Builder](#) to track your tweets on these topics.
- Review your tweets for **content creation, social media, and community** for overall quality. You have the lowest resonance for these. [Check out Brand Builder](#) to track your tweets on these topics.
- Discover and track how well your brand topics are resonating in the quickest, easiest way possible. [Check out Brand Builder »](#).

Your Brand Alignment



ANALYSIS FOR CARON (CJ) LYON

Needs Improvement, your Brand Alignment Score is an **F**. You are not consistently tweeting "on brand" and/or your followers are not resonating with your brand topics.

To improve your score, follow the Action Plan we've created for you and check out [Brand Builder](#), our simple tracking and publishing platform for building a brand people love.

Your Brand Alignment Score covers the content you tweet about -- the blog posts, articles, videos, you share -- which offers value to your followers and showcase your expertise and interests.

In addition to publishing great content, you also need to be personable and social. We recommend that you respond to all mentions each day, regularly re-tweet content that aligns with your brand, and monitor your inbound Twitter stream to add to the conversation in fun and productive ways.

ACTION PLAN FOR CARON (CJ) LYON

- Tweet more about your top 3 brand topics -- **audience engagement, off-line meet ups, and time management** -- at least 7 times a week for each topic. Use [Brand Builder](#) to discover great content to share on these topics.
- Tweet about topics 4-10 at least 3 times a week for each topic. [Brand Builder](#) keeps track of this for you, so you never fall behind.
- Tweet more about **local vs global and Social Technology**. These topics resonate best with your audience. [Check out Brand Builder](#) to see your tweets on these topics.
- Review your tweets for **content creation, social media, and community** for overall quality. You have the lowest resonance for these. [Check out Brand Builder](#) to see your tweets on these topics.
- Complete your action items now. Get amazing and relevant content for all your brand topics everyday using Brand Builder. [Check out Brand Builder](#).

COMPLETE YOUR ACTION PLAN WITH BRAND BUILDER!



BRAND TRACKING

Keep track of your brand topics quickly and easily! Brand Builder tracks the performance of your topics so you know what's working.

START TRACKING



SUGGESTED CONTENT

Discover great content. Brand Builder recommends popular articles and blog posts on **your branded topics** saving time and helping you build your brand.

GET BRANDED CONTENT



BRAND PAGE

Check out your brand page! It's updated daily with your latest tweets. Share it with your followers to give them a summary of what your brand is about.

VIEW YOUR BRAND PAGE

Your 15 Day Challenge to a Better Brand

What's possible for your score? Boost your grade today!

With our revolutionary platform, Brand Builder, we guarantee you'll increase your score by at least one grade level.



By following our easy recommendations, in 15 days you will not only increase your grade but you will also quickly and easily build a stronger brand for your Twitter audience.

[Learn More about Brand Builder](#)



Glossary

| | |
|------------------------------|---|
| Brand Topics | The 10 topics you choose to best represent your brand, including your interests and expertise. These topics can be revisited and changed at any time. View your Brand Topics » |
| Focus | "Focus" measures how much you are tweeting about your 10 Brand Topics. Essentially, your Focus score answers the question, "How focused are you on your brand?" A high Focus score ensures your brand is signaling a clear perception or understanding of your brand. |
| Consistency | "Consistency" measures how often per week you tweet on your 10 Brand Topics. Consistency also takes into account recency, how recent your "on brand" tweets are. A high brand Consistency score optimizes visibility and trust of your brand. |
| Resonance | "Resonance" measures how well your branded topics resonate with your audience. When your Resonance score is high, you know your current audience is interested in what you have to say. Resonance is the measurement of your "content/audience fit." |
| Brand Alignment Score | A composite score, which incorporates your brand Focus, Consistency, and Resonance scores. A high Brand Alignment Score signifies you are aligned internally with your own brand messaging as well as externally with your audience. |
| Brand Gap | The gap between how you wish to be known (your 10 Brand Topics) and what you are actually tweeting. You can view your Brand Gap on page 2. |
| Content/Audience Fit | When your branded content (your 10 Brand Topics) appeals to your audience (i.e. Twitter followers, Facebook fans, etc.) |
| Brand Builder | The easiest way to build a brand people love. Powered by Twylah, Brand Builder is a platform that tracks the performance of your brand and makes it easy to discover and share branded content with your followers. Check out Brand Builder » |
| Brand Pages | Your own personal brand page powered by Twylah. Your brand page is a nice visual summary of your tweets that is search engine optimized to give your brand extra visibility. View your Brand Page » |
| Power Tweets | The most impactful way to send tweets to your followers. A feature of Brand Builder that allows you to send tweets to your followers with a link directed to showcasing all your other tweets on that same topic. Check out Brand Builder » |