

# Marketing Consistency Checklist

*Supplement to: Dynamic Four – Align Your Marketing & Build Your Brand*

## Purpose

Use this checklist to make sure every customer touch-point reflects your **core brand message**. Consistency builds trust, credibility, and conversions.

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## ✓ Brand Voice

- ☐ Our tone of voice is the same across website, social, ads, and emails.
  - ☐ Key phrases from our **Core Message** appear in every channel.
  - ☐ Our communication style matches how we want to be perceived (e.g., professional, approachable, bold).
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## ✓ Visual Identity

- ☐ Our logo is used consistently (same colors, no stretched/distorted versions).
  - ☐ Brand colors match across digital and print.
  - ☐ Fonts are consistent across platforms.
  - ☐ Images and graphics reflect our brand style (not random stock visuals).
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## ✓ Customer Promise Alignment

- ☐ Every campaign clearly communicates our **customer promise**.
  - ☐ Offers or promotions support (not contradict) our brand positioning.
  - ☐ Messaging avoids confusion (no mixed signals like “premium” vs. “cheap”).
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## ✓ Channel-Specific Consistency

### Website:

- ☐ Headline communicates our core message.
- ☐ Visuals reflect our brand pillars.
- ☐ Calls-to-action align with overall goals.

### Social Media:

- ☐ Posts use consistent voice and visuals.
- ☐ Hashtags and captions reflect brand pillars.
- ☐ Story highlights, banners, and cover photos match brand style.

### Email Marketing:

- ☐ Subject lines reflect our brand promise.
- ☐ Email templates use brand colors/logo consistently.
- ☐ Tone matches website and social channels.

### Offline/Print:

- ☐ Business cards, brochures, or signage mirror digital branding.
  - ☐ Promotions align with online messaging.
  - ☐ Local advertising (radio, print) reflects the same voice.
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## ✓ Performance & Feedback

- ☐ Customers can easily describe what we do in the same way we describe it.
  - ☐ Analytics (clicks, leads, conversions) show consistent improvement.
  - ☐ Staff/team members can clearly repeat our **Core Message**.
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## Pro Tip

Run this checklist **once per month** or anytime you launch a new campaign. Even one inconsistency can erode trust with your audience.

