

Development Evaluation

<i>Component</i>	<i>Effectiveness Rating</i>							
	-3 needs major improvement. 0 neither satisfied nor dissatisfied. 3 great as is.							
	N/A currently not using component							
	-3	-2	-1	0	1	2	3	N/A
Brand Components								
Primary Logo								
Brand Name								
Mission Statement								
Vision Statement								
Brand Consistency								
Slogan / Tagline								
Primary Capabilities								
Marketing Components								
Clear Message								
Marketing Avenues								
PR Activities								
Social Media								
Marketing Plan								
Target Market								
Marketing Budget								
Pricing Relative to Competitors								

<i>Component</i>	-3	-2	-1	0	1	2	3	N/A
Online Components								
Product / Service Descriptions								
Product / Service Images								
Product / Service Videos								
SEO								
Pay per click								
Web Design								
Website User Experience								
Blogs								
Articles								

Notes / Comments: