



Visual Branding Audit

Steigere den Wiedererkennungswert Deiner Marke durch einen konsistenten Auftritt.

netz.ly/brandingaudit

Why a consistent appearance?

The brain processes visual information 60,000 times faster than text. When users land on your website, they know within 50 milliseconds (0.05 seconds) whether they like what is on offer here and whether they feel comfortable. That's why it's important to **position your brand strongly and consistently at all points of contact** with potential customers and to pick them up visually.

Detailed analysis

We thoroughly analyze your brand presence online and offline. The result and our recommendations for action focus on your digital presence - but the offline materials are a valuable part of the analysis. We put the current appearance in context with your corporate goals, as it can potentially communicate a lot to customers. The aim is to **establish your brand in a contemporary, trustworthy and target-oriented way.**

How an audit works

1. All existing materials are reviewed
2. Concept and strategy under the magnifying glass
3. Analysis of the individual touchpoints

Requirements

In order for the audit to be carried out thoroughly, we need a lot of information about your brand and your goals. To do this, you need to tell us a lot about your brand and provide us with existing materials.

Costs

The basic branding audit costs EUR 3,900 per brand plus VAT.

For a branding audit with more complex requirements, such as several sub-brands or the analysis of individual problems, we will take more time. We will be happy to provide you with an individual quote.

What you will get

- The most important improvements in a clear list
- Detailed explanations with screenshots
- Higher recognition value of your brand
- Greater customer trust in your brand

Your contact person



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