

1 DESCRIBE YOUR BRAND PERSONALITY

1. What are your brand values?
2. What is your brand promise?
3. How do you proof your brand promise?
4. What is your tone of voice?
5. How would you describe your brand as a human?



2 DEFINE YOUR GOAL

1. What is your business objective?
2. What do you want to achieve?
3. What do you want your audience to do?
4. Which KPI's do you use?



3 DISCOVER YOUR AUDIENCE

1. Which audience would you like to connect?
2. How do you motivate your audience?
3. How can you connect with your audience?
4. Which name would you give to your audience?



4 CREATE A CONCEPT

1. What is your key message and the underlying evidence?
2. What is the main idea?
3. Which mechanism will you use to activate people? [e.g. storytelling, co-creation etc.]



5 CHOOSE A HYBRIDE MEDIA-MIX

1. Which paid media do you choose as catalyst?
2. Which social media channels could amplify your message?
3. Which owned channels can you use?



5 EVALUATE & OPTIMIZE

1. Which dashboard are you using to monitor?
2. How can you optimize?
3. Which conditions are required to respond real-time?



Worksheet Planner to Earned Attention

Name:

Company name:

Date: