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Is your Brand doing all it can do ?

Here are a few questions that can give you an idea of whether or not your Brand is doing everything it can for you. You want to be able to honestly answer “yes” to everything, but an "I don't know" here and there won't kill you.

You really don't want any "No's."

Are you clear on what differentiates your property from your competitors?

Can you summarize it in a sentence or a phrase?

Is it unique to your property? (Or can others make the same claim?)

Is this differentiation based on reality? Or aspirations or goals?

Does it have enough value so as to merit a premium rate?

Does it drive all of your marketing communications strategies? (Website, social media, advertising, etc.)

Is it clear in all of your marketing materials?

Do all of your employees understand this differentiation?

Do you use your brand in determining business strategies?