

BRAND MAGNETISM BOOSTER CHEAT SHEET





The Brand Magnetism Trio

Brand Magnetism increases by strengthening the three foundational elements.



Audience - The ability to deeply understand each of your audience types, and develop clarity on what moves them to action.

Culture - The ability to cultivate a company culture that delivers consistent, exceptional experiences that all your audiences rave about.

Impact - The ability to integrate a relevant, positive impact model into your business, giving your audiences a noble reason to love you.

Each has to do with people and resonance. Because your brand isn't what you say it is, it's what you do. Use the following tips to improve each of these elements for your brand. Then measure just how magnetic your brand is with our [free ElectroMagnetic Brand Scorecard](#).



Audience

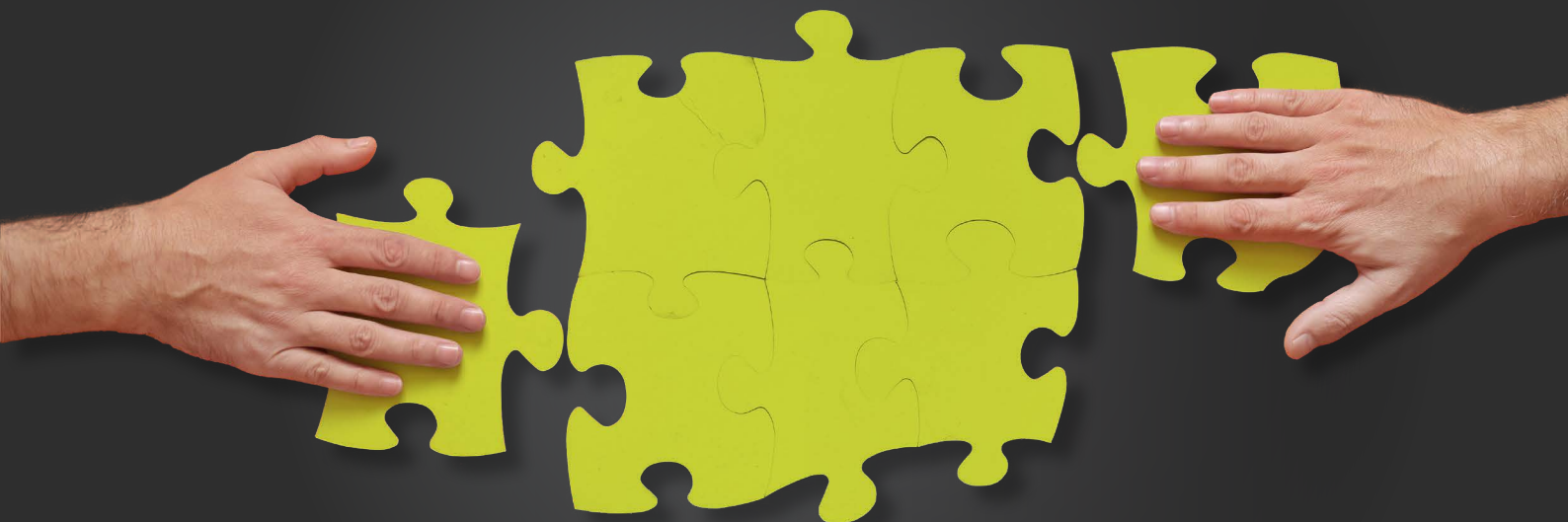
- ▶ **Identify all your different audience types, both internal and external to the organisation.**
- ▶ **Develop detailed buyer personas for each audience type and how they relate to you.**
- ▶ **Regularly ask and listen to their wants and needs based on their unique situations.**
- ▶ **Implement a feedback platform and process to capture and review insights.**
- ▶ **Market using the language your audiences use to talk about the problems you solve.**





Culture

- ▶ **Hire to fit your culture. Develop a special onboarding program.**
- ▶ **Celebrate and immortalise those in your team who model your purpose and values.**
- ▶ **Host regular company wide training/workshops to keep your culture strong.**
- ▶ **Have your company culture ingrained in the agenda of team communication and events**
- ▶ **Reference your values when making and sharing decisions with your team, good and bad.**





Impact

- ▶ **Have a simple and clear, positive impact model that you can share in a short sentence.**
- ▶ **Make sure your impact is measurable, with clear targets, and reportable.**
- ▶ **Celebrate and communicate your milestones and impact journey with your audiences.**
- ▶ **Integrate your impact model into your business model so it becomes part of who you are.**
- ▶ **Embrace your team and customers as co-creators in your positive impact.**





Want to get **ElectroMagnetic**?

If you lead a team, then this is for you. **Measure your brand's pulling people power against all 5 elements of an ElectroMagnetic Brand - for free!**

It takes only minutes and you'll receive a personalised 25 page report with actionable insights and more brand growing gems.

How magnetic is your brand?
Take the test now

thesponge.com.au

