

brand impact assessment™

At Fervor, we strategically serve those changing culture. That's why we offer the Brand Impact Assessment™. It's our strategic process. It's our method to grow your impact.



research + discovery

At Fervor, we do our homework to accomplish goals.

- We conduct surveys and interviews to figure out your Ideal Advocates.
- Our expert team analyzes your communication channels, and grades each one through a Scorecard Audit.
- At the heart of it all, we form relationships to understand your vision - then roll up our sleeves.



ideal advocates™

To target your Ideal Advocates, we need to define them.

- Our team, with your guidance, identifies the needs, frustrations, and purposes behind your core audience.
- We articulate your top Advocates, and discuss how to engage each type.
- Once the Ideal Advocate framework is in place, we can then form an action plan.



messaging platform

Messaging is how your company communicates its mission, vision, and values with consumers.

- Your Ideal Advocates shouldn't be confused by your "Why" - we help articulate and communicate.
- Creating brand vocabulary is essential in conveying your message. Be consistent, be successful.
- The way your employees engage Advocates starts with language. If done well, it ends in revenue.



impact plan

We have two strategies for success: Foundational and Campaign.

- Foundational strategy is the day-in-day-out, month-to-month marketing efforts we create to scale your vision.
- Campaign strategy occurs within a specific timeframe, and contains integrated marketing for company growth.
- The blend of Foundational / Campaign strategy ensures we never miss a beat, and neither does your return.

what you get:



- + ideal advocate survey
- + scorecard audit
- + digital analysis and insight



- + define your audience
- + identify advocate needs
- + communication strategy



- + messaging framework
- + brand story
- + brand voice



- + brand launch
- + internal assessment
- + foundational / campaign strategy