



*"It's been at least six months since your branding team sat down with myself, (Ed Roach of The Branding Experts) and mapped out a new strategy positioning your firm and re-launching your brand to the marketplace. I'm confident the launch and management of your new brand was exciting and rewarding on many levels. Well today I'm introducing a follow-up ROI product "**Brand ROI Differential**" with my good friend Karen Plunkett of Pinpoint Strategic Direction."*

— **Ed Roach**, The Branding Experts

With the implementation of your new brand positioning facilitated by THE BRANDING EXPERTS with the addition of the Return on Investment (ROI) evaluation process provided additionally by PinPoint Strategic Direction, you and your company maximize the opportunity for the most successful branding investment results.

We capture satisfaction with the consulting intervention and evaluate intangibles, such as employee and customer satisfaction as well as commitment and consistency in the implementation process.

- Reality, did a surge in business sideline the intended overall implementation of the strategy? Too busy to dance any more- thus stemming the opportunity for continuing growth.
- How effective was the buy-in from the team? Was the direction adopted fully to ensure pride and ownership resulting in maximum positive and continuing expansion?

- Was there consistent ongoing encouragement of the resulting brand among the stakeholder groups?

These are but a very few of the reasons that a ROI evaluation insures the ongoing value of the initial investment and more importantly ensures that if corrective implementation steps are required, that they are applied timely and efficiently.

We understand that despite the planned strategy, businesses pivot. Sometimes intentionally and other times organically, based on stakeholder reaction or appetite, trends, economic impacts and or new technology. This ROI process allows everyone to evaluate opportunities to maximize the positive outcome of those unexpected pivots as well as minimizing negative impacts on the Branding adopted.

This STRATEGIC next-step in your overall Branding strategy ensures that you, your business and team are continuing in the right DIRECTION. PinPointing the solution or celebrating the success.



Karen Plunkett

I bring over 25 years' experience with Profit and Loss, team building, staff management, and operational responsibility, and I have a wealth of experience assessing both the aptitude for change as well the successful adoption required for growth. I have been responsible for repositioning businesses and boards, creating and building concepts and brands, driving revenues and fund sources, in addition to developing effective strategic partnerships at the business and Governmental level.

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The Branding Experts™

Lead don't follow.™

