

# activyt quick checklist

## 1. Marketing

Please indicate with a Yes or No answer in the selected areas

<b>Activity</b>	<b>No clue what is this</b>	<b>Strategy in place</b>	<b>Bad experience</b>	<b>Interested (DIY)</b>	<b>Interested (activyt)</b>
<b>Digital and Social selling</b>					
<b>Digital Researching</b>					
<b>Sales Enablement Strategies</b>					
<b>Communication strategies and tactics</b>					
<b>Consumer analytics</b>					
<b>Social Content</b>					
<b>Digital Sales Messaging</b>					
<b>Engagement</b>					

<b>Social Account Management</b>					
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## 2. Digital and Print Media

Your Corporate Identity Requirements are very important. There is a lot more involved in establishing a corporate identity profile than just having business cards, brochure, etc.

Please indicate with a Yes or No answer in the selected area

<b>Corporate Identity Revamp</b>	<b>Digital Media Set Up</b>	<b>Print Media Set Up</b>	<b>DIY</b>	<b>activyt</b>

## 3. Content Development

Please indicate with a Yes or No answer in the selected areas

<b>Activity</b>	<b>No clue what is this</b>	<b>Strategy in place</b>	<b>Bad experience</b>	<b>Interested (DIY)</b>	<b>Interested (activyt)</b>
<b>Content strategy and development</b>					
<b>Social media management</b>					
<b>Website structure</b>					
<b>Media releases</b>					
<b>Corporate reports</b>					
<b>Infographics</b>					
<b>Presentations</b>					

<b>Newsletters</b>					
<b>Blogs</b>					

## 4. Brand Activation

Please indicate with a Yes or No answer in the selected areas

<b>Activity</b>	<b>No clue what is this</b>	<b>Strategy in place</b>	<b>Bad experience</b>	<b>Interested (DIY)</b>	<b>Interested (activyt)</b>
<b>Brand development</b>					
<b>Idea generation and implementation</b>					
<b>Campaign strategies</b>					
<b>Events and activations</b>					
<b>Media strategies</b>					
<b>Speaker events</b>					
<b>Executive and employee communication training</b>					

## 5. Visual Representations

Please indicate with a Yes or No answer in the selected areas

<b>Activity</b>	<b>No clue what is this</b>	<b>Strategy in place</b>	<b>Bad experience</b>	<b>Interested (DIY)</b>	<b>Interested (activyt)</b>
<b>Video planning, development and editing</b>					
<b>Advertisements</b>					
<b>You Tube channel</b>					
<b>Website designs</b>					
<b>Photography</b>					

## 6. Social Media Platforms

Please indicate with a Yes or No answer in the selected areas

<b>Activity</b>	<b>No clue what is this</b>	<b>Strategy in place</b>	<b>Bad experience</b>	<b>Interested (DIY)</b>	<b>Interested (activyt)</b>
<b>Instagram</b>					
<b>Facebook</b>					

LinkedIn					
Twitter					

## Consumer Profile Assessment for Your Practice

The following questions will ask you to provide responses based on what you know or understand about your consumers.

(Try and answer based on what the majority in your practice reflects if you can't answer for every type)

**1. Case History taking is now more than establishing what the chief complaint is. Whilst taking the history or engaging the consumer, you need to think about or develop a consumer profile that includes patterns or trends you've observed.**

- Core values and beliefs
- Interests
- Personality
- Personal and professional goals
- General fears and concerns
- Leisure activity
- Work activity
- General lifestyle description
- Age

**2. What medium do your consumers use to get their information from regarding your business?**

- Social Media
- Website
- Google
- Print material
- Referral
- Other

**3. Do you know which of these mediums "carry the most weight" for them?**

Yes \_\_\_ No \_\_\_.

If yes, please explain.

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**4. Do you fully understand how consumers experience your products, services and solutions offering when using them? Do you know what emotions the experience evokes, how it makes them feel and think?**

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**5. Are you aware of any problems consumers encounter when they use your services?**

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**6. Do you know why consumers choose your brand over others?**

Value Experience:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Products:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Services:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Solutions Offering:

7

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Location:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Expertise:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Convenience:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Trustworthy Brand:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Company Culture

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Team

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Leadership

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

**7. Do you know why certain consumers choose another brand over your own?**

Value Experience:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Products:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Services:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Solutions Offering:

8

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Location:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Expertise:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Convenience:

1	2	3	4	5	6	7	8	9	10
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Trustworthy Brand:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Company Culture:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Team:

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Leadership:

1	2	3	4	5	6	7	8	9	10
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8. Do you know which kind of consumers are the most valuable to your company?

<b>Pre – Depression</b>			
<b>Depression</b>			
<b>Baby Boomer</b>			
<b>Gen X</b>			
<b>Gen Y</b>			
<b>Gen Z</b>			



<b>Millennial</b>			
	<b>Patient</b>	<b>Customer</b>	<b>Client</b>

<b>Pre – Depression</b>			
<b>Depression</b>			
<b>Baby Boomer</b>			
<b>Gen X</b>			
<b>Gen Y</b>			
<b>Gen Z</b>			
<b>Millennial</b>			
	<b>High Income</b>	<b>Middle Income</b>	<b>Low Income</b>

<b>Pre – Depression</b>			
<b>Depression</b>			
<b>Baby Boomer</b>			
<b>Gen X</b>			
<b>Gen Y</b>			
<b>Gen Z</b>			
<b>Millennial</b>			

	Medical Aid Top Option	Private Consumer	Medical Aid Basic Option
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**9. Do you know what consumers say about your brand when they recommend or discuss it to others? (Allocate in order of which one is the dominant one to the least dominant one from 1 - 11)**

Value Experience

Products

Services

Solutions Offering

Location

Expertise

Convenience

Trustworthy Brand

Company Culture

Team

Leadership

**10. How do you receive input from consumers regarding their interaction and overall experience with your brand and business?**

After service feedback card:

1	2	3	4	5
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Social media:

1	2	3	4	5
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After service follow up call:

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1	2	3	4	5
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Nothing at the current moment:

1	2	3	4	5
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Other:

1	2	3	4	5
---	---	---	---	---

**11. How do you acknowledge this input from consumers?**

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**12. Describe in detail your SWOT Analysis of your consumer understanding**



1. Have you identified your brand's primary competitors? If yes, please list them below.

	Primary Competitor(s)	Secondary Competitor(s)	Disruptive Technology
Value Experience			
Products			
Services			
Solutions Offering			
Location			
Expertise			
Convenience			
Trustworthy Brand			
Company Culture			
Team			
Leadership			

2. Have you conducted a careful analysis of each of your competitors' strengths, weaknesses, opportunities and threats? If so, please provide a basic profile of each competitor that reflects your analysis.





<p><b>Strengths</b></p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p>	<p><b>Weaknesses</b></p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p>
<p><b>Opportunities</b></p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p>	<p><b>Threats</b></p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p> <p>.....</p> <p>.</p>

3. Do you know where your competitors are most vulnerable? If yes, please explain.

	<b>Primary Competitor(s)</b>	<b>Secondary Competitor(s)</b>	<b>Disruptive Technology</b>
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<b>Value Experience</b>			
<b>Products</b>			
<b>Services</b>			
<b>Solutions Offering</b>			
<b>Location</b>			
<b>Expertise</b>			
<b>Convenience</b>			
<b>Trustworthy Brand</b>			
<b>Company Culture</b>			
<b>Team</b>			
<b>Leadership</b>			

**4. Do you know how loyal your consumers are and why?**

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**5. Does someone in your organization track competitor news on a regular basis?**

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**6. Do you offer any key benefits that your competitors do not?**

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**7. Does your brand promise to fulfil an unmet consumer need that is not being served by the competition?**

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**8. Do you know what benefits your competitors' brands own in consumers' minds?**

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## Assessment Conclusion

### Step 1:

- Once done completing the assessment, activyt will review and analyze
- Thereafter it will be sent back to you with our feedback.

### Step 2:

- An appointment will be scheduled with you to discuss the feedback we provided as well as the recommendations we advise on.
- Once both parties are happy with the discussions and decisions made, a formal proposal will then be made that will include time frames and budget.
- Step 2 will take 5 – 7 working days to complete

### Step 3:

- Once the budget, final strategy and time frames have been approved, the final proposal document together with the working contract will be sent to you for signing.
- The work will then commence on taking your brand to the highest possible level.

## Connect With Us on Social Media

@activyt\_

### Our LinkedIn page is all about

- Establishing and building solid professional connections from across the globe that add value to those on our network.
- Sharing our activyt story on the pearls of building a high growth business whilst we also learning from others.
- Empowering youth to become future leaders of industry and how to build a brand.

### With our Instagram page we all about

- The visual representation of the activity journey.
- Connecting with Entrepreneurs and Businesses all over the world.
- Showcasing the world of business from an Optometric point of view.

### Regarding our Facebook page we all about

- The information center of activyt where people from all industries get access to different kinds of resources
- Sharing the fun stuff of business.
- Highlighting how to remain relevant, authentic and ahead of the game when everyone tries to fit in with what everyone is doing.

### The Twitter page is all about

- Sharing our thoughts on various topics
- Thought leadership
- Q&A

***Let's get connected today on the different social media platforms we are on.***