



The Mid-Year Brand Health Check

Clean Up Operations Before the Q4 Rush



BRAND CONSISTENCY

- Visual Identity Audit**
Survey all departments — are there any “rogue” logos, outdated slide decks or old stationery still in use? Is all marketing collateral updated and old items retired?
- Photography & Asset Library Review**
Are your product and lifestyle images current? Low-quality or off-brand visuals undermine credibility.
- Social Profile Audit**
Check bios, cover images, pinned posts and links across all platforms. Outdated information erodes trust before a visitor ever reads your content.

OPERATIONS & VENDORS

- Inventory Review**
Identify any items with little or no activity in the last six months. Plan a “flash sale” or internal giveaway to clear space.
- Vendor Consolidation**
How many invoices are you processing? Identify opportunities to consolidate services (like print and promo) with one vendor to save on administrative costs.
- Data Sync**
Ensure your shipping and inventory data from the first half of the year is integrated into your Q3/Q4 budget planning.
- Budget Reconciliation**
Compare first-half spend against plan. Reallocate any underspent budget to Q4 campaigns before it gets swept into year-end cuts.

PEOPLE & CULTURE

Employee Swag Audit

Are new hires receiving an onboarding kit that reflects your current brand? Do your recognition and milestone gifts still feel on-brand and relevant?

Internal Brand Ambassador Check

Are your employees proud to wear or use your branded merchandise? A quick survey can provide valuable feedback before the holiday gifting season.

DIGITAL EXPERIENCE

eStore User Interface Review

Log in as a user. Is the navigation intuitive? Are the “New Arrivals” actually new? Is all information accurate and up to date?

CRM Clean-Up

When did you last review your contact database? Remove duplicates, update job titles and company info and re-segment lists so your Q4 campaigns reach the right people with the right message.

Customer Segmentation Review

Have your audiences shifted? Check how you’re segmenting customers for different campaigns and whether messaging is still relevant for each group.

Q4 PLANNING

Editorial Calendar Reset

Map out Q4 campaigns now — holidays, product launches, awareness months. Identify any possible content gaps and assign ownership before Q4 starts.

Seasonal Content Refresh

Review your top-performing blog posts and social content from last year’s Q4. Refresh strong performers with updated copy, stats and visuals — and use last year’s insights to spark fresh ideas for new content this season.

Holiday Gifting Pre-Planning

Premium branded gifts require longer production windows than most people expect. Confirm supplier lead times now to avoid Q4 scrambles.

