



THE 6 PILLAR BRAND AUDIT

# SYSTEMS

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# YOU SCORED LOWEST IN SYSTEMS.

Systems in business have a defined set of principles, practices and procedures. These are applied to specific activities, to achieve specific results. It is essentially a way to create a set of shortcuts and formulas that will make sure everything gets done right. Systems can be created for many areas of your businesses.

The most common systems are digitized, automated, and highly intelligent.

These include: Transaction Processing systems, Customer Relationship Management systems, Enterprise Resource Planning systems, Business Intelligence systems, Knowledge Management systems, to name a few.

Many of the systems that your external community will come in direct contact with include: your website, apps, customer portals, membership sites, and community groups. How consistently these platforms deliver your brand identity makes or breaks organizations.



## QUICK TIPS!

- Ensure that any digital presence accurately represents your brand
- Optimize your social and digital initiatives to align with your bigger brand plans
- Make sure your online offering is clear
- Routinely communicate to your audiences using a combination of systems
- Nurture a well segmented CRM of your existing and potential clients, and gain as much knowledge about their goals (and pains) as possible

Still relying on post-its as the **System** that works best for you?

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