



Keeping current checklist

Want to ensure your memorable brand always remains current? Use this checklist as a step-by-step guide to support you and your brand to ensure relevance is front of mind.

Notes

News & current events

Subscribe to a range of news outlet newsletters. We have started the list for you below.

To do	Complete
Mumbrella	
Business News Australia	
Smart Company	

Public Relations

Create a list of local news outlets and influencers that would help nurture your brand and keep it relevant.

To do	Complete

Google alerts

Set up Google alerts covering topics applicable to your brand. We have listed some general suggestions below.

To do	Complete
Competitors	
Key industry terms	
Product names and services	

Other

To do	Complete