Five steps to developing an effective brand strategy

Description: Many marketers want to brand their products or services more effectively, but most jump to the implementation of advertising and promotion before they really define their brand and what differentiates it from the competition in the marketplace. In this webinar, Ken Banks details a five step process that he learned and developed over a 35 year career as a marketing executive that if implemented properly can mean the difference between a successful brand marketing strategy and one that is simply a me-too product. First defining what business branding really is (and is not) and then discussing the ways to make a brand resonate with the customers, Ken will help the attendees jump-start their brands and move forward in an organized manner to make sure that all of the marketing efforts are more effective and the chance of failure are reduced. The same principles can apply to developing a personal brand as well in order to have a more successful career and personal life.

Understanding Branding—what it is. What it isn't. Importance of research—understanding the customer, the competition, the product. Defining the emotional value of your product. What are you famous for?

Developing a brand marketing plan that works. It's all in the message and it's all based on what you learned in the first three steps. Living up to the brand—everyday. How do you market internally before you ever talk to the customer? How do you maintain the internal audience's participation and support?


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