



Workshop Overview

This workshop will allow you to tap into the full potential of your brand as part of the marketing and sales process. Building and planning the best application of your brand will improve the experience you give your customers and drive more revenue. Effectively integrate brand marketing into your marketing mix to drive this robust process.



Benefits

By attending this workshop you will understand brand auditing and how to recognise your strengths and weaknesses, you will be introduced to the tools to manage your brand and align with the business and customer. You will learn about brand planning and how to communicate brand identity and measure the success of it.

Outcomes & Content

- ✓ Market research for brand positioning
- ✓ Brand audit and application to strategy
- ✓ Create metric orientated plans
- ✓ Explain and manage brand architecture
- ✓ Construct powerful positioning strategy
- ✓ Alignment of customer, brand and objectives
- ✓ Components of an effective brand plan
- ✓ Alignment of brand and customer strategies
- ✓ Measurements and the health of your brand



Who should attend ?

This workshop is appropriate for all marketers and managers looking to enhance their brand management knowledge. Brand managers themselves involved in either product or service sectors will benefit from the content, whether selling to consumer or business markets.

