

DEVELOPING EFFECTIVE MARKETING STRATEGIES & STRATEGIC MARKETING PLAN

SEGMENT – SALES & MARKETING



MODULE 1: THE ROI OF BRANDING

MODULE 2: ATTRACT THE CUSTOMERS YOU WANT

MODULE 3: WHICH BUTTONS TO PRESS WITH YOUR CUSTOMERS

MODULE 4: WHAT DIFFERENTIATES YOUR BRAND

MODULE 5: CREATING THE DNA OF YOUR BRAND

MODULE 6: DEVELOP YOUR BRAND'S GUIDELINES FOR MARKET ACTIVATION

MODULE 7: HOW TO SUSTAIN A VALUABLE BRAND

Overview

More than just a name or a logo, brands are business tools that drive commercial value. Some business leaders think that building a strong brand is an unnecessary luxury. That it's enough to focus on tactical marketing initiatives alone, without considering long-term brand-building strategies. But in reality, a strong brand will deliver more revenue and profit, more efficiently, year after year, generating more shareholder value along the way. A strong brand can also work as a barrier to entry for future competitors.

The brands you love most are the ones you feel understand you and your needs. They're the ones who can inspire you to say, "This brand is for ME!" "I love McDonald's!" or "I love Apple". You too can now plan to start hearing your customers share just how much they L-O-V-E doing business with your brand.

Get In Touch!

(03) - 5621 3630
info@comfori.com
www.comfori.com

Objectives

- understand how investment in branding contributes to the financial health of the product and/or business
- get crystal clear about what differentiates their brand in a way that is valuable to their consumers
- create and define the brand's personality that speaks to its consumers and evokes good emotions to keep them coming back
- define the brand strategy and attain an exciting brand vision
- position their brand for its specific market and effective marketing implementation