

## Modules:-

**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**



## DEVELOPING EFFECTIVE MARKETING STRATEGIES & STRATEGIC MARKETING PLAN

COMFORI SDN BHD

### 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

The ROI of branding is that a strong brand attracts more customers, at a lower cost per acquisition, who are happy to pay a little more and will buy more often. This course focuses on branding practices that have become the competitive strategy for better brand ROI, brand health, and business performance.