

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



THE ROI OF BRANDING

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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

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.