


Brand Strategy

Your Company Name

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Decide
What
Product
Or **Service**
You Are
Going To
Offer



Mention the
product or service
which you want to
offer the target
audience



Product/ Service 1

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Product/ Service 2

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Product/ Service 3

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Product/ Service 4

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Product/ Service 5

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Differentiation

Write your strategy based on product differentiation

Comprehensive Cost Leadership

Write your strategy based on cost leadership analysis

Focus on priorities

Mention your key focus areas

Strategic Target




Superior Quality



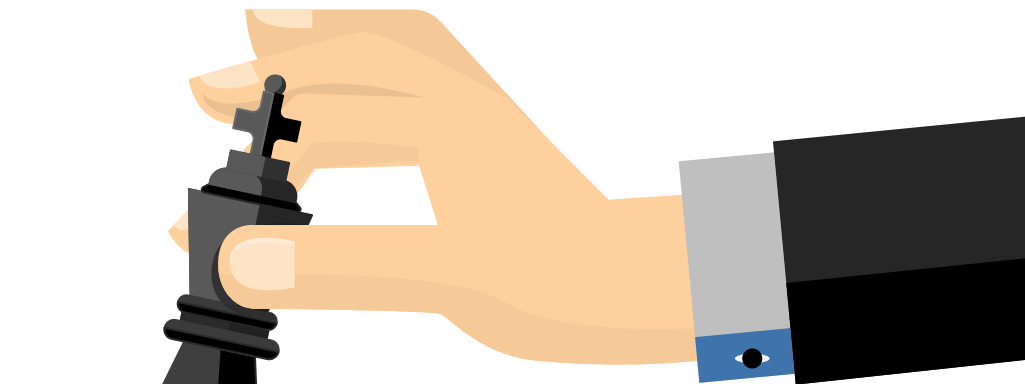
Moderate Prices



Customer Value




On the basis of the competitive analysis carried out, you can strategically design a plan to position yourself in the market



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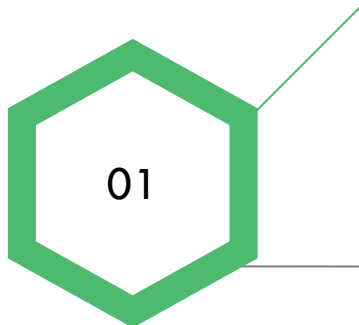
Brand Tracking – Brand Experience & Usage



Brand performance is monitored through means of questionnaire and the inferences are listed down in this slide to track the awareness, experience and usage of the brand

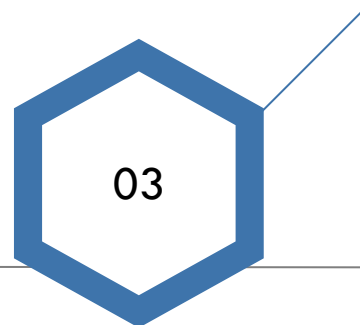
Brands Purchased

Which mobile phone brand did u purchased recently?



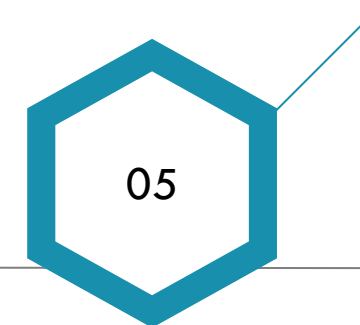
Total Spending

What is the total spending by the consumer on the product?



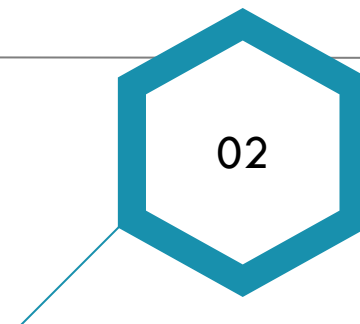
Brand Change Likelihood

What's the likelihood of changing brand preference by the consumer?



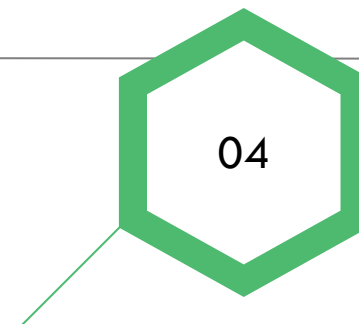
Purchase Frequency & Amount

What is the purchasing frequency and the amount spend on the brand purchased?



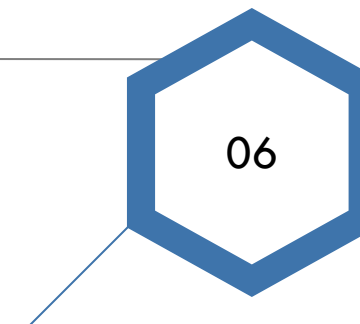
Future Purchase Intent

If hasn't purchased, then what's the buying intent of consumer?



Customer Satisfaction & Loyalty

How satisfied is the customer and how much is he loyal to the brand?



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- If the **Branding proposal** is well-written, it will include all of the important details that the prospect needs to know.
- They include the branding strategy you intend to use, how the branding campaign will benefit the client, the total budget and timelines for the branding project, and the branding project timelines.



Delivered To
(Date _ Submission)

Submitted By
(User _ Assigned)

Branding Strategies Proposal

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- The unique value that a brand presents to its customers is referred to as **Brand positioning**.
- It is a marketing strategy developed by brands to establish their brand identity while communicating their value proposition, which is why a customer prefers their brand over others.



Creating a Brand Strategy :

Step 1: Determine Your Core Values.

Step 2: Develop a Strategic Positioning Statement.

Step 3: Determine Your Ideal Customer Profile.

Step 5: Create a Visual Identity.

Step 6: Examine Critical Customer Touchpoints...

Step 7: Determine Your Brand's Voice.

How to Create Brand Strategy

Your Company Name



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FAQs

What are the most commonly employed positioning strategies?

- Strategy for positioning customer service.
- Positioning strategy based on convenience.
- Positioning strategy based on price.
- Positioning strategy based on quality.
- Strategy for differentiation.



What are the elements of a branding strategy?

- Brand Strategy Elements
- Purpose.
- Consistency.
- Emotion.
- Flexibility.
- Employee Engagement.
- Loyalty.
- Competitive Intelligence.



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What are the different types of branding?

- Personal branding is one of the eight types of branding.
- Branding a product.
- Branding a service.
- Branding in retail.
- Branding on a cultural and geographical scale.
- Corporate identity.
- Branding on the internet.
- Offline marketing.





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