

€ TRAINING

Strategic Brand Management



7 - 11 October 2024
Kuala Lumpur (Malaysia)



Strategic Brand Management

REF: R2343 DATE: 7 - 11 October 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program is designed to delve into the intricacies of building and maintaining a strong and enduring brand identity. It will provide participants with the knowledge and tools needed to develop effective brand strategies that resonate with their target audience and drive business growth.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the importance of brand management in modern marketing.
- Develop a deep comprehension of brand identity and equity.
- Create and implement strategic brand plans that align with organizational goals.
- Analyze and adapt brand strategies in response to market dynamics.
- Evaluate the impact of brand management on business performance.

Targeted Audience:

- Brand Managers.
- Marketing Managers.
- Product Managers.
- Small Business Owners.
- Marketing Executives.
- Advertising Professionals.
- Marketing Consultants.

Program Outlines:

Unit 1.

Introduction to Brand Management:

- Definition and evolution of brands.

- Significance of brand management in marketing.
- Role of branding in consumer decision-making.
- Understanding Brand Equity and its Importance.
- Analyzing Competitive Brand Positioning Strategies.

Unit 2.

Building and Measuring Brand Equity:

- Brand equity components: awareness, perception, loyalty, and associations.
- Brand equity measurement tools and techniques.
- Strategies to enhance and leverage brand equity.
- Assessing Brand Equity Across Different Market Segments.
- Utilizing Brand Equity Models for Strategic Decision-Making.

Unit 3.

Developing Brand Strategies:

- Defining brand vision, mission, and values.
- Target audience identification and segmentation.
- Positioning and differentiation strategies.
- Crafting brand narratives and storytelling.
- Conducting Competitive Analysis and Market Research.

Unit 4.

Brand Implementation and Communication:

- Brand identity elements: logos, colors, and typography.
- Integrated marketing communication IMC planning.
- Managing brand touchpoints and consistency.
- Digital branding and online reputation management.
- Engaging Influencers and Brand Ambassadors for Amplified Brand Communication.



Unit 5.

Brand Performance Measurement and Adaptation:

- Key performance indicators KPIs for brand success.
- Brand audits and competitive analysis.
- Brand crisis management and recovery strategies.
- Adapting brand strategies to changing market conditions.
- Implementing Customer Feedback Mechanisms for Continuous Brand Improvement.
- Leveraging Data Analytics for Real-Time Brand Insights.