

# € TRAINING

Brand Development and Customer  
Campaign Strategies

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a bright, modern office environment.

2 - 6 December 2024  
Geneva (Switzerland)



# Brand Development and Customer Campaign Strategies

REF: V2381 DATE: 2 - 6 December 2024 Venue: Geneva (Switzerland) - Fee: 5940 Euro

## Introduction:

The Brand Development and Customer Campaign Strategies training program provides essential skills for crafting strong brand identities and executing effective marketing campaigns. Participants learn to develop cohesive messaging, understand consumer behavior, and create strategic campaigns to engage and retain customers. The program focuses on practical application, empowering participants to drive brand growth and foster customer loyalty.

## Program Objectives:

At the end of this program, Participants will be able to:

- Define your brand identity and develop a brand strategy.
- Create customer campaigns that are aligned with your business goals.
- Understand the psychology of purchase and customer loyalty.
- Develop effective marketing communication programs.
- Measure and evaluate the success of your brand development and customer campaign strategies.

## Targeted Audience

- Brand managers.
- Marketing professionals.
- Business development professionals.
- Account executives.
- Product managers.
- Entrepreneurs.

## Program Outlines:

Unit 1:

### Brand Development Normal

- What is branding?

- Why is branding important?
- The benefits of a strong brand.
- The elements of a strong brand.
- How to create a brand identity.
- How to develop a brand strategy.

## Unit 2:

### Customer Campaign Strategies:

- What are customer campaigns?
- The different types of customer campaigns.
- How to develop a customer campaign strategy.
- How to create effective customer campaign messaging.
- How to choose the right channels for your customer campaigns.

## Unit 3:

### The Psychology of Purchase and Customer Loyalty:

- What are the factors that influence purchase decisions?
- How to build customer loyalty.
- How to create customer experiences that drive loyalty.
- How to use customer data to improve your customer campaigns.

## Unit 4:

### Marketing Communication Programs:

- The different types of marketing communication programs.
- How to develop a marketing communication plan.
- How to create effective marketing communication materials.
- How to measure the effectiveness of your marketing communication programs.



## Unit 5:

### Measuring and Evaluating Success:

- How to measure brand awareness, perception, and loyalty.
- How to measure the effectiveness of your customer campaigns.
- How to use data to improve your brand development and customer campaign strategies.