

# € TRAINING

Strategic Brand Management



15 - 19 July 2024  
Lisbon (Portugal)



# Strategic Brand Management

REF: R2343 DATE: 15 - 19 July 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

Strategic Brand Management is a comprehensive program designed for experienced marketing professionals who want to delve into the intricacies of building and maintaining a strong and enduring brand identity. In today's competitive business landscape, a well-managed brand is a valuable asset that can significantly impact a company's success. This program 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.