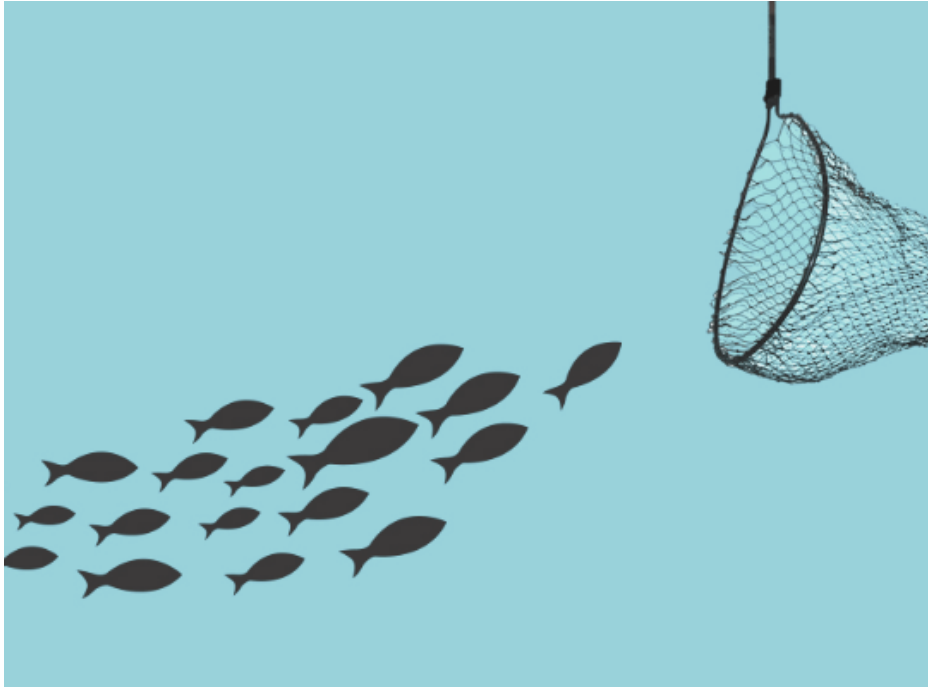


BUILDING A SUCCESSFUL BRAND STRATEGY

THIRD EDITION - DECEMBER 2018 |

INTEGRATE A BRAND STRATEGY AT THE CORE OF YOUR BUSINESS



DO YOU THINK YOUR BRAND IS ALIGNED WITH YOUR OVERALL STRATEGY?



Only six out of ten marketers think that their company's brand is well aligned with the strategic direction of their organization. For many businesses which you might be competing with, their branding efforts aren't totally in alignment with the rest of their business. All the more reason to focus on your own branding.

Source: CIM The Institute of Marketing

BRAND BARRIERS

-  Customer acquisition: generating traffic and leads
-  Proving the ROI of marketing activities
-  Targeting content for an international audience
-  Marketing to Millennials
-  Intense Competition

Customer acquisition is the number one priority for marketers and brand managers today, with 34% of them giving it the top ranking in a recent survey.

While your branding should be unique, fun and engaging, marketing experts are trying to tie all their branding efforts into moving the customer acquisition needle.

A CASE FOR BRAND ALIGNMENT WITH OVERALL STRATEGY



Kellogg's goes the sitcom way to make cornflakes more appealing in India.

Kellogg's noticed on Google Trends that people in India were increasingly searching for interesting breakfast recipes online. They followed up by creating 100 different sitcom episodes, each featuring a Corn Flakes-based breakfast recipe to be there in the moments when people searched for recipes. As a result, the brand saw a 20% growth in sales and a 12% increase in product consideration.

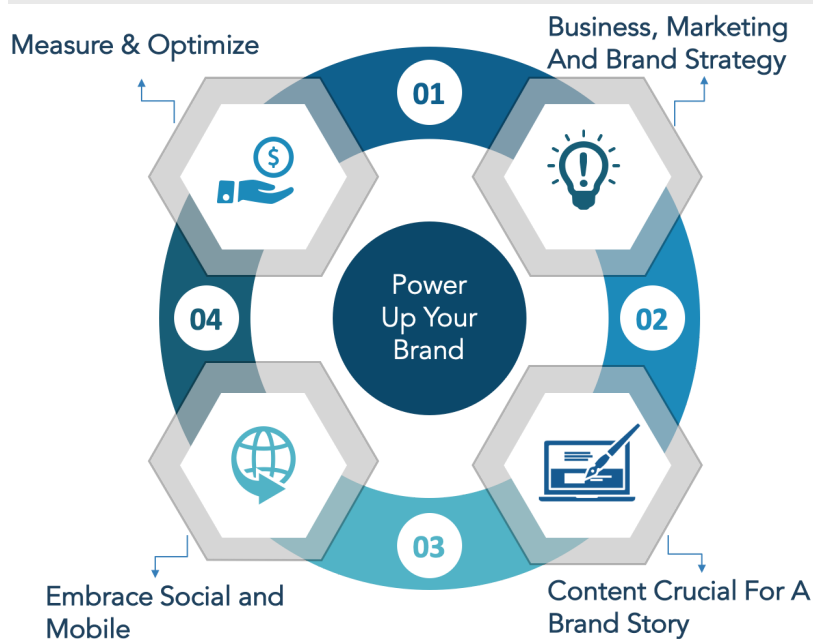
TO BUILD A VIRAL BRAND ONE NEEDS TO UNDERSTAND THE BRAND PERSONA AND USE A CUSTOMER CENTRIC APPROACH

With the Proliferation of Digital Media, there are many channels and tools available at your disposal to track and measure your marketing metrics. But is that enough? Ultimately, it is the combination of business, marketing and brand development strategies which will drive the growth of a business. So, it is important to have a sound marketing strategy and branding in place before executing digital campaigns.

RECOMMENDATIONS FOR A SUCCESSFUL BRAND STRATEGY

- **Business, Marketing And Brand Strategy:** Marketing used to be tactical with 4Ps: Pricing, Promotion, Product, Place. Today, we should leverage big data and insights in designing our marketing strategy to create value for our customers and launch innovative products and services.
- **Content Crucial For A Brand Story:** We have been telling stories for as long as humankind exists and the same goes for businesses. While it has become easier to reach consumers, it is difficult to influence and retain them. Every business needs a powerful story to engage with customers and grow.
- **Embrace Social & Mobile:** The evolution of our customer's journey and behaviour has begun and accelerated at a speed we could not imagine. Customers now need to engage with the brand through social media and via their smartphones.
- **Reaching Millennials:** They represent 1.8 billion of the 7 billion global population - they love smartphones, gadgets and spend about \$200 billion each year. To reach this new target segment, brands need to be authentic and use the right channels.
- **Measure And Optimise:** Your brand's performance using the right metrics. Get the right insights to boost brand performance and grow your revenue.

ELEMENTS TO POWER UP YOUR BRAND



ENGAGE WITH US TODAY!

If you're looking to transform and stay competitive, please feel free to find out how our marketing & sales transformation programs could help you.

For more information please go to:
<https://www.vktransformation.com>.


We would also like to learn about your vision and priorities over a cup of coffee, as well as explore how we can help you achieve your business growth ambition.

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