

Developing a Successful Brand Image

Duration: 5 Days

Language: en

Course Code: PM1-107

Objective

Upon completion of this course, participants will be able to:

- Understand the impact of a brand design on the wider business.
- Scrutinise other brands and determine what makes them successful.
- Develop your negotiation skills to pitch a successful project.
- Become a leader of a project team to motivate and guide the project rollout.
- Use your time management and organisational skills to develop a strategic roadmap for the rollout.
- Take on feedback constructively and put it into practice.
- Undertake market research to understand the needs of your audience.
- Conduct a full brand audit and understand where the pain points are.
- Craft a brand statement that encompasses your values and gains buy-in from internal

customers.

Audience

This training is designed for anyone responsible for creating a new brand, or marketing strategy or is involved in researching a company’s changing target audience. It would be most beneficial for:

- Marketing Managers
- Business Account Managers
- Designers
- Copywriters
- Business Owners
- Project Planners
- Change Managers
- Data Analysts
- Brand Managers

Training Methodology

This training uses various adult learning methods to aid full comprehension and understanding. Participants will view presentations containing other companies that have undergone brand development, review their changes, and see how conversion increases as a result.
They will conduct group work with customer segmentation and personality types to understand how a brand change could benefit the business and work on providing suggested changes to more effectively engage the audience. Together, they will be provided with a mock-up company and be asked to pitch back a potential brand change to the rest of the group, citing the reasons and expected benefits of the amendments.

Summary

Brand reputation is crucial for business success. It builds trust, drives purchases, and encourages recommendations. Organic marketing is a cost-effective way to attract customers.

A brand manager collaborates with design, copywriting, and business teams to create a lasting, impactful brand. They ensure the brand image meets stakeholder expectations before the market launch.

Successful brand managers think creatively, innovate, and develop strong interpersonal and negotiation skills. They build relationships across departments, manage strategic changes, and deliver a brand design that resonates with internal and external audiences

Course Content & Outline

Section 1: Introduction to Branding

- A brand design definition.
- Why your brand matters to your business.
- Branding vs. marketing.
- Opportunities to improve and support branding changes.
- Branding challenges in the modern market.

Section 2: Your Role As a Brand Manager

- Customer brand equity.
- The benefits of customer brand equity on your business.
- Your positioning model.
- Your role as a mediator.
- Value chain management.

Section 3: Branding Models

- Developing your brand vision and setting goals.
- Looking and competitors and understanding your place in the market.
- Fulfilling your contractual requirements.
- Brand communication and return on investment.
- Reviewing budgeting and how you can make positive change.

Section 4: Your Brand Management Process

- Establishing brand values.
- Planning your strategic roadmap.
- Implementing brand change plans.
- Measuring performance and interpreting consumer change.
- Sustainable development and recognising failures.

Section 5: Celebrating Equality & Identity

- Establishing brand loyalty and trust.
- Developing brand awareness.
- Scrutinising brand associations and making developments to avoid negativity.
- Elements of brand identity.
- The essence of your brand.

Section 6: Customer Segmentation

- Brand philosophy.
- Brand growth and strategy.
- Fighting for brand freedom.
- Brand and line extensions.

Section 7: Evaluation & Continuous Improvement

- Brand auditing and definition.
- Auditing techniques.
- Creating brand questionnaires to understand effectiveness.
- Evaluating brand development performance.
- Assessing feedback and making positive changes.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Sales & Marketing, Customer Service & Public Relations (PR)

Tags

brand, customer, marketing, client, media, Brand Image, Customer Segmentation, branding

Related Articles



Amplifying Brand Visibility: Key Strategies For Boosting Brand Awareness

In today's competitive business landscape, brand awareness is vital for success. Learn why it matters, its impact on the customer journey, B2B marketing, and sales. Discover steps to build a brand awareness strategy and methods to measure its effectiveness.