Marketing Excellence:

Branding

Create alignment and a common marketing mindset and language

We believe that in an increasingly interconnected and fast-changing world, a deep understanding of customers and the market is essential for a company's success. For this reason, branding must be built on the collection, analysis, and interpretation of data as part of a holistic marketing approach. The resulting brand personalization uses data and insights to create a unique experience for each individual customer. When customers build a relationship with a brand and its perceived value, loyalty increases. This leads to the brand being highly valued in the lives of consumers, which, in turn, promotes the success of the company.

To successfully implement branding, the following phases need to be managed:
- *Evaluate* the brand's identity, positioning, vision, and strategy
- *Expand* the brand through differentiation and loyalty building
- *Evolve* the brand's equity through measurement and reinforcement

BTS focuses on the people side of brand management, helping to build alignment on the "why" of each phase, while maintaining an open mindset to change the way we work and build capabilities for execution. We help people understand why it is important to get the complete picture of brand management and why it is critical in all areas of business to align with the brand guidelines and their values.

Target Audience:

Management: (Marketing, Sales, Commercial Leads)

Marketing: (Brand Manager, Brand Strategist, Product Marketing, Communications, Digital Marketing)

Sale /Customer Service: (Account Manager, Customer Success)

Human Resources: (HR-Manager/Business Partner, Recruitment)

Learning Objectives:

- Understand the importance of brand management for the overall success of the organization
- Define brand-related value and create a clear branding proposition aligned with the company's vision and goals
- Identify, select, and apply techniques and tools for measuring success of brand management
- Use data collection, analysis, and interpretation as a basis for developing brand strategy Market the brand online and offline, and adapt it to the specific target group(s)
- Understand the reinforcing relationship between brand management and all operational areas of an organization (especially Marketing, Sales, and HR)

Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)