



*This topic will be about
strategic brand management
process*



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Once the topic is completed and approved, learners will be able to understand

Brand management process

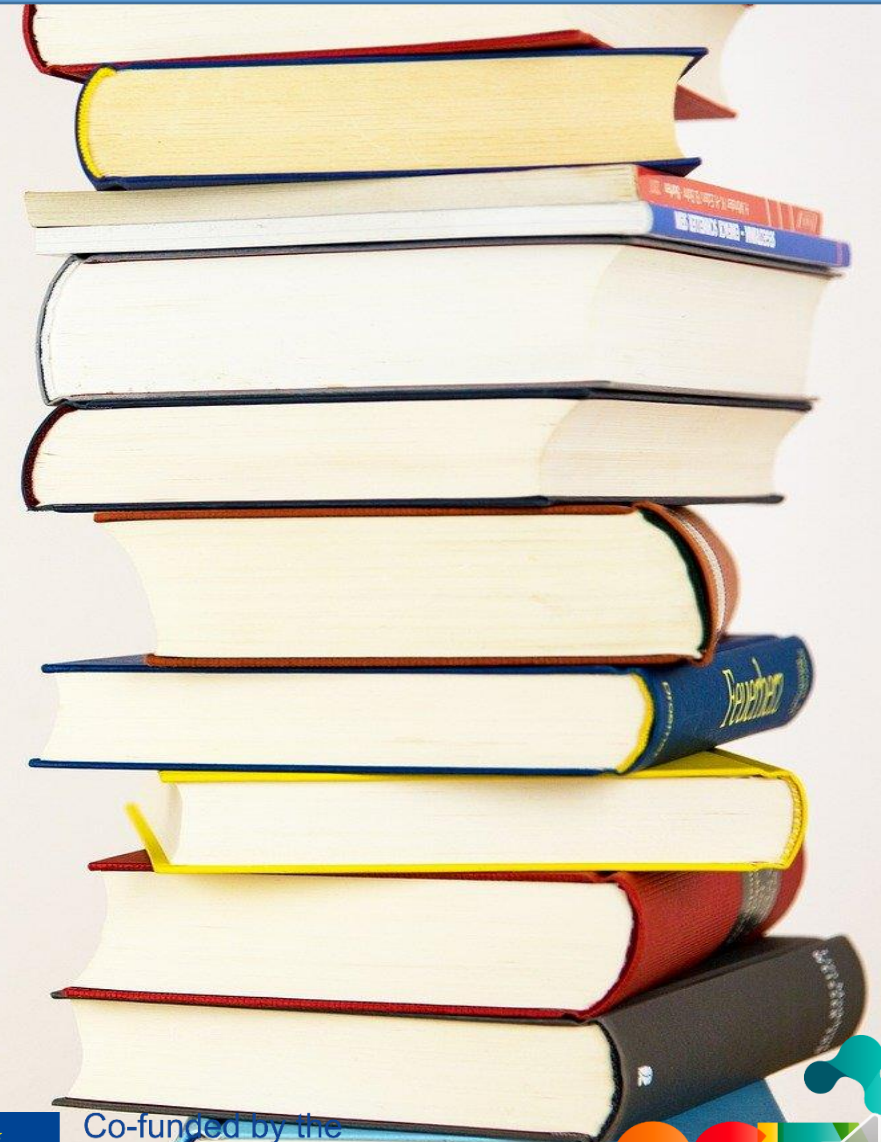


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In this lesson, we will learn

- *Brand plans*
- *Brand marketing programs*



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Strategic brand management involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Strategic brand management process have four steps:

1. Identifying and developing brand plans
2. Designing and implementing brand marketing programs
3. Measuring and interpreting brand performance
4. Growing and sustaining brand equity



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Brand Plans

Brand planning uses three models:

1. A brand positioning model that guides us through the marketing process with the aim of increasing competitive advantage.
2. The resonant model tells us how to create active loyal relationships with our customers.
3. The brand value chain follows the process of creating value for brands, in order to better understand the financial impact of costs and investments in brand marketing.



Brand marketing programs



This process depends on three factors:

1. Selection of brand elements, which we have already talked about, their fitting and combining.
2. Marketing activities and accompanying marketing program, as well as the way in which the brand is integrated into them.
3. Entities associated with or relying on a brand





Brand performance

As with everything else in the business world, a measurement system for brand capital must be created and implemented.

In this way, marketers get accurate information that helps them create the best short-term tactics and the best long-term strategy.

In order to implement such a system, three important steps must be followed:

- conducting brand audits
- data tracking for brand
- establishing a brand capital management system



CREDITS

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