



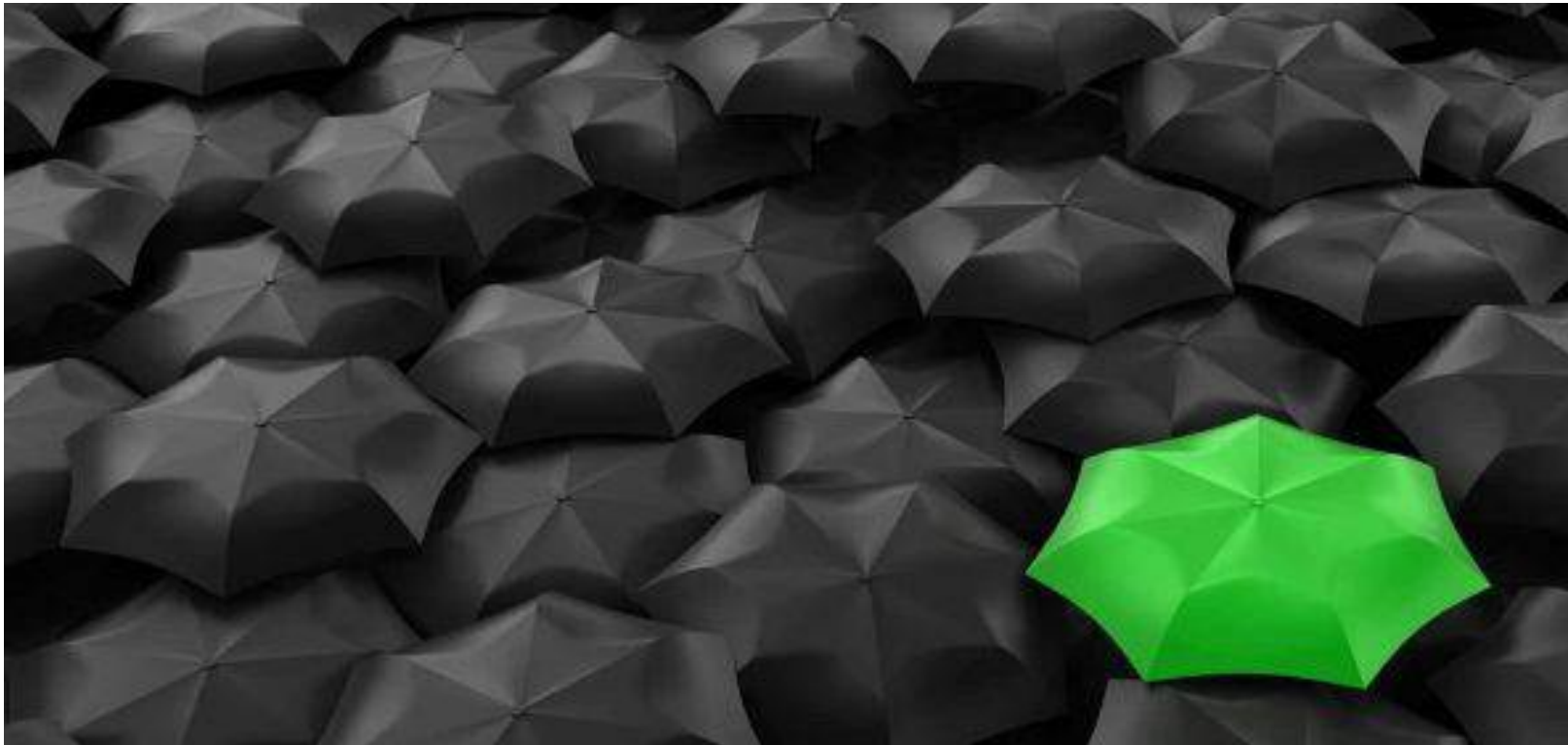
Training Objectives

- Product Differentiation
- What is branding?
- How do you build a brand?
- Brand Marketing strategies



The need for differentiation

- According to a Nielsen survey, **59%** of consumers prefer to buy new products from brands familiar to them.



Your brand is defined by a customer's overall perception of your business.

What is a brand?

- Your brand is defined by a **customer's overall perception of your business.**
- A successful brand has to be ***consistent in communication and experience***, across many applications

What is brand building?

- **The definition of brand building is to generate awareness about your business using marketing strategies and campaigns with the goal of creating a unique and lasting image in the marketplace.**



Google

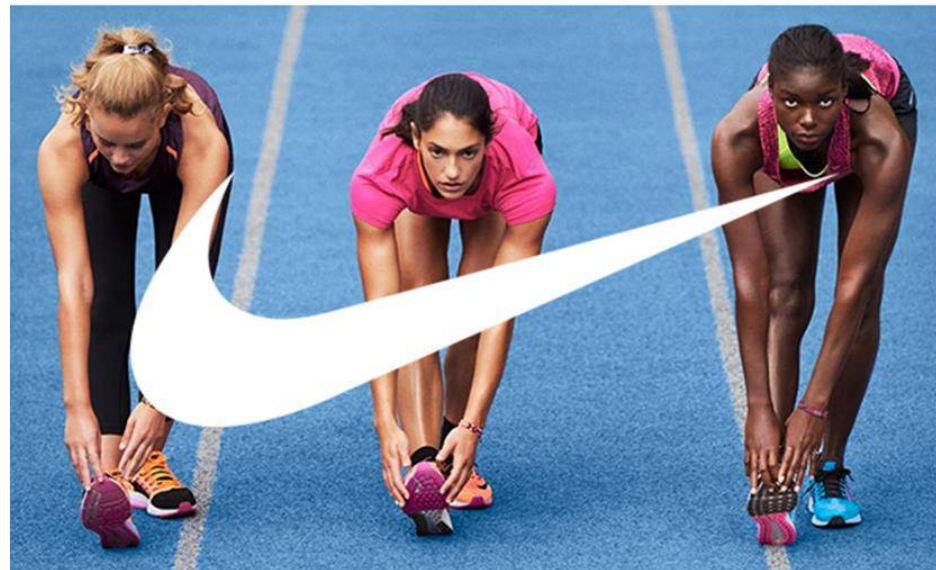


Clarks



How to build a brand

- Determine your brand's target audience.
- Establish a brand mission statement.
- Research brands within your industry niche.



How to build a brand...

- **Outline the key qualities & benefits your brand offers.**
- **Create a brand logo & tagline.**
- **Form your brand voice**
- **Build a brand message and elevator pitch**

Let your brand personality shine

Brand Personality Spectrum

What is the personality of your brand?

Personable and friendly	Corporate, professional
Spontaneous, high energy	Careful thinking, planning
Modern or high tech	Classic and traditional
Cutting edge	Established
Fun	Serious
Accessible to all	Exclusive

- **Integrate your brand into every aspect of your business.**
- **Stay true to your brand building**



The Starbucks mission

“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

Be your brand's biggest advocate.

No one knows your brand better than you, so it's up to you to spread the word.

Marketing in a digital age

- **Website User Experience**
- **SEO (Search Engine Optimization) and Content Marketing**
- **Social Media**
- **Email Marketing**
- **Paid Advertising**
- **Analytics & Reporting**

Export Readiness

Organizational Readiness: Is company hierarchy in agreement on pursuing an aggressive export strategy?

Company Readiness: Does the company have a strong brand; Does the company have competitive advantage it can leverage to support international expansion?

Financial Readiness: Does the company understand that an export strategy may require using short-term profits to achieve long-term gains?

Product Readiness: Does the competitive advantage of the company's product apply to the international market?

- [ED6 Aba\KVL's Export Readiness Checker.docx](#)

*Thank
you*

