Why Brand Strategy Matters

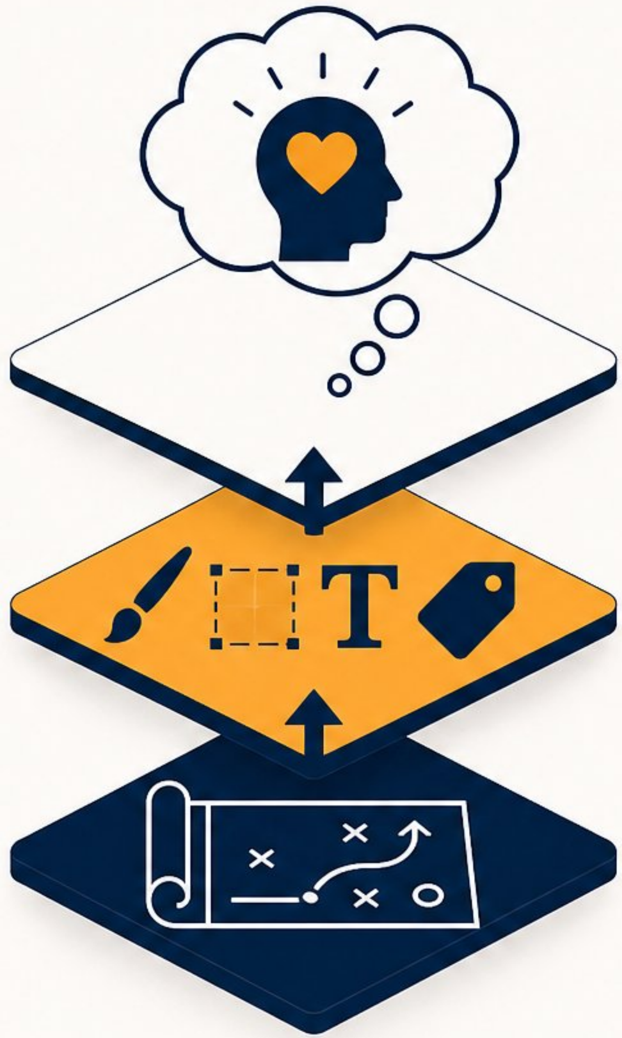
- Strong brands act as decision-making filters, not just logos
- Weak branding drives commoditization, price wars, and customer confusion
- Strategic upside: pricing power, loyalty, talent access, and resilience
- Trusted brands earn up to a 7% price premium and 6x customer resilience
- This training connects brand strategy to measurable business outcomes

What This Training Covers

- Definition to action: concept, measurement, implementation
- Roadmap: business impact, fundamentals, journey, pitfalls, metrics
- Built for owners, marketers, product leaders, early-career teams
- Expected outcome: one brand priority and a lightweight action plan

Brand vs. Branding vs. Brand Strategy

- - Brand: the perception and promise held in customers' minds
- - Branding: logo, design, tone, and visible touchpoints
- - Brand strategy: the internal plan aligning identity, positioning, and experience
- - Confusing execution with strategy creates drift
- - Strategy decides the game; branding plays it consistently



BRAND

The perception and promise held in customers' minds

BRANDING

Logo, design, tone, and visible touchpoints

BRAND STRATEGY

The internal plan aligning identity, positioning, and experience

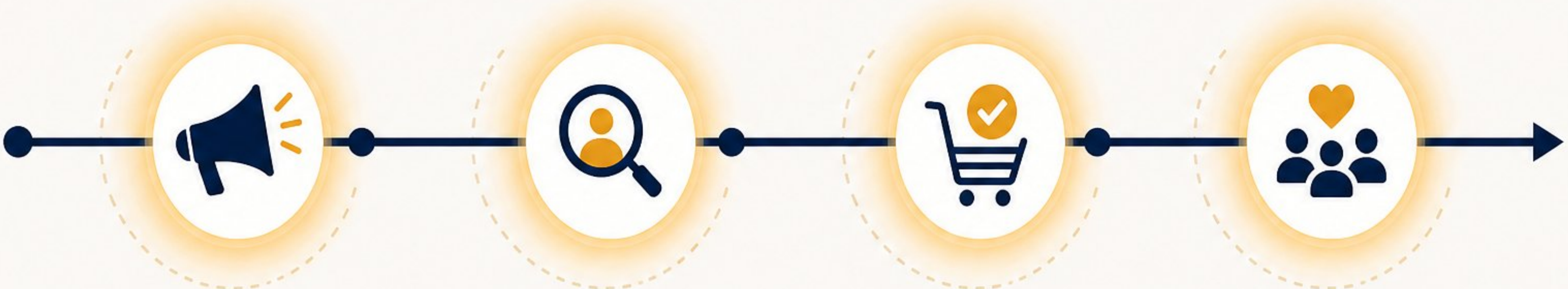
The Business Case for Brand Strategy

- Brand strength unlocks premium pricing and margin protection
- A strong brand is a moat: differentiation and higher switching costs
- Strong brands outperform peers on revenue, margin, and market value
- Cutting brand spend costs \$1.92 to recover every \$1 saved
- Brand treated as marketing-only erodes long-term business resilience

Brand Strategy as a Compass for Decisions

- Positioning defines clear guardrails for product, sales, and support choices
- Brand promise shapes customer experience and internal behavior
- Every department owns part of the brand, so strategy prevents drift
- One-page test: a new hire can predict how the company would decide

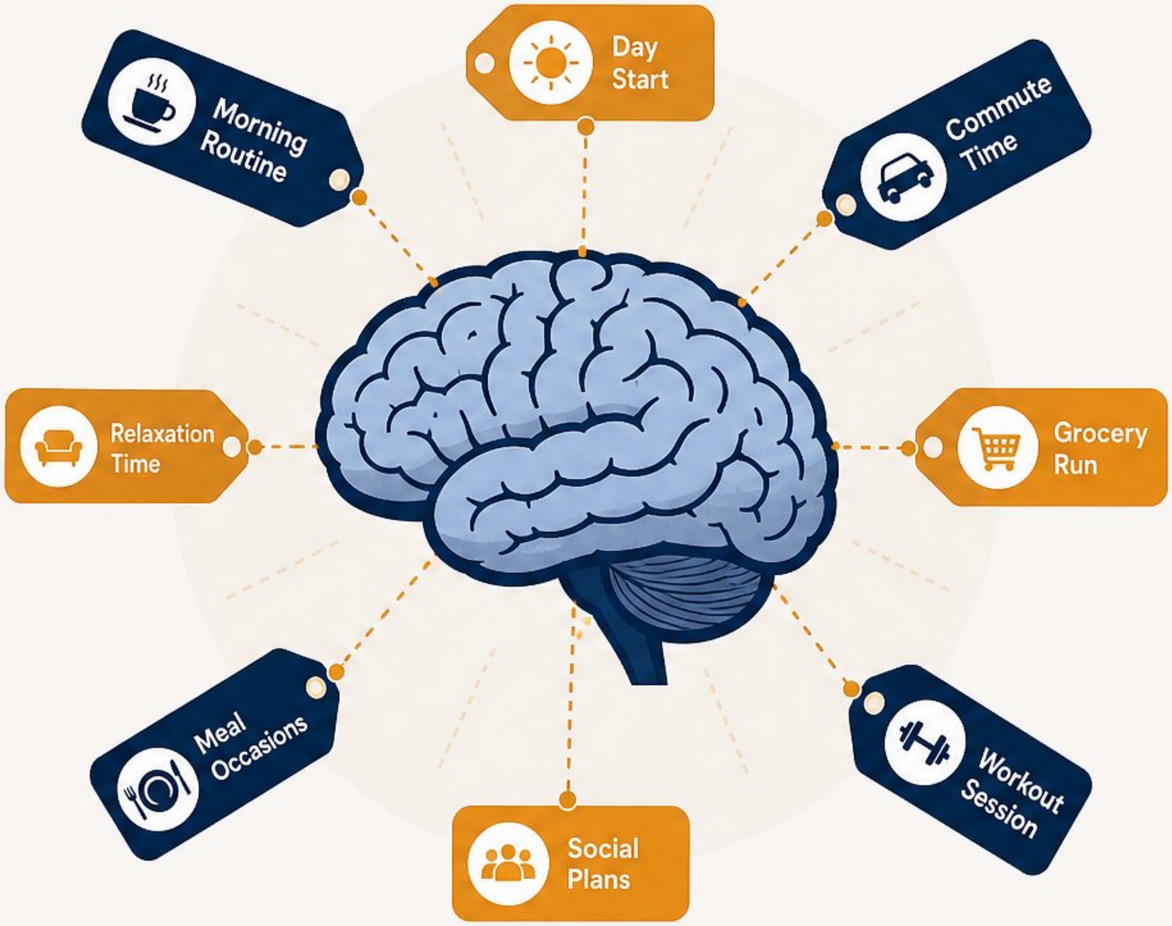
Where Brand Strategy Shows Up in the Customer Journey



- **Awareness:** being thought of in buying situations
- **Consideration:** category entry points and differentiation
- **Purchase and onboarding:** consistency reduces perceived risk
- **Post-purchase:** delivered experience builds referral momentum

Mental Availability:
The Core of Brand Recall

- Mental availability: probability your brand is thought of in buying situations
- Category entry points (CEPs): cues that trigger brand recall
- Higher mental penetration drives disproportionate consideration and choice
- Beyond CEPs, social and fitness signals also influence recall
- Measurable and trackable, not just a concept



Common Brand Strategy Pitfalls

Use these questions to spot weak strategy

- Chasing trends over durable positioning
- Overcomplicating strategy until teams can't apply it
- Confusing a rebrand with a strategy rethink
- Measuring activity instead of brand strength

From Strategy to Action

- Translate positioning into messaging, visual identity, and product behavior
- Align marketing, product, sales, and support around one brand promise
- Embed strategy into daily operations: templates, workflows, decision criteria
- Assign clear ownership for brand strategy and ongoing maintenance
- Start with a 30/60/90 rollout: stabilize front door, standardize, expand

A Practical Implementation Framework

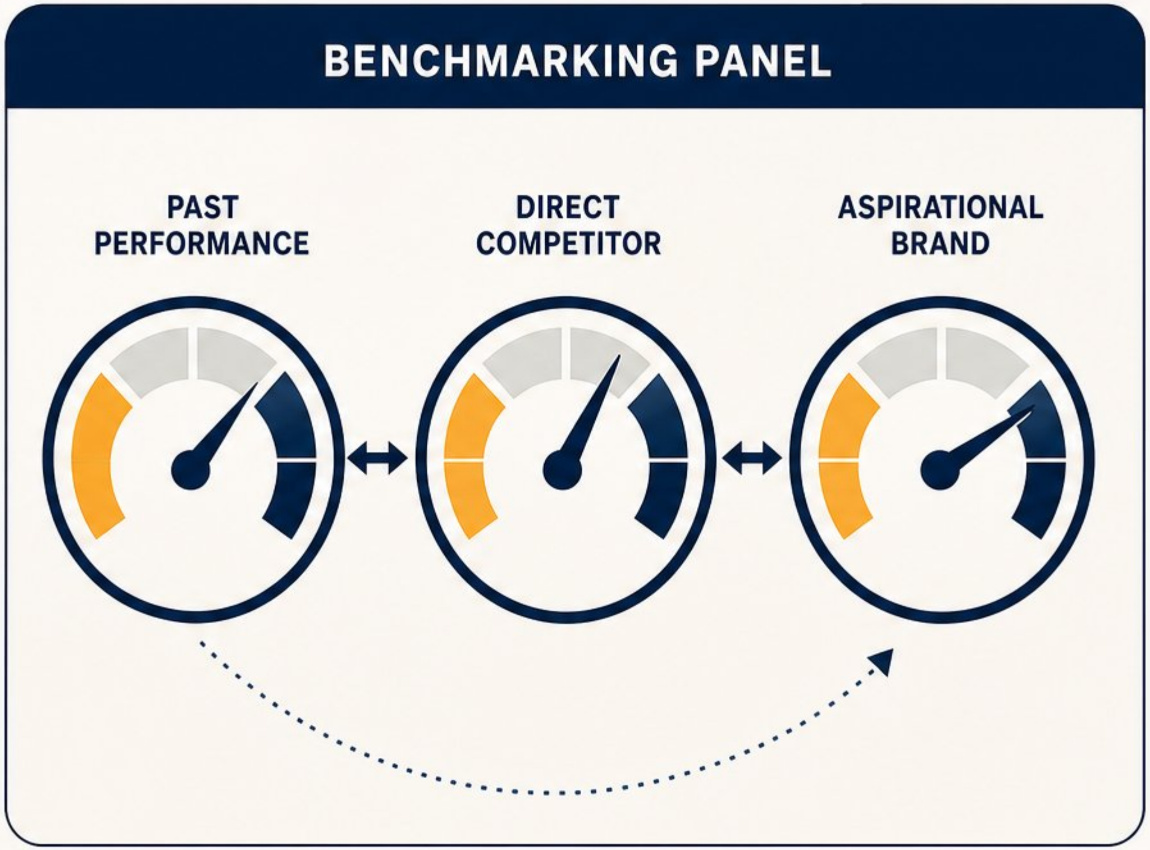
- Capture strategy in 6-8 lines: claim, customer, position, promise, proof, feeling, persona, next action
- A one-page strategy gets read and used; a 60-slide deck does not
- 30/60/90 days: stabilize the front door, standardize the system, expand and maintain
- Embed strategy where work happens: project tools, content workflows, AI assistants

Measuring What Matters

- Prioritize mental availability, salience, and distinctiveness over vanity metrics
- Track perceived quality, trust, and in-situation consideration
- Link brand metrics to acquisition, retention, and pricing power
- Avoid misleading signals: NPS, aided awareness, and social sentiment
- For smaller teams: 200-400 respondents, quarterly category panels

Designing a Starter Brand Dashboard

- Core metrics: mental availability, category entry points, distinctive assets, in-situation consideration
- Cost-conscious measurement: quarterly category panels with 200–400 respondents
- Benchmark in three directions: past performance, direct competitors, aspirational brands
- Rules of thumb: keep 8–12 core metrics, track consistently, overlay with revenue or market share



Applying Brand Strategy to Your Organization

- Audit the current state: promise, experience, and perception.
- Identify the biggest gap between how you want to be seen and how you are seen.
- Choose one focused brand priority for the next quarter.
- Secure alignment from owners, product leaders, and marketing.
- Turn today's concepts into a lightweight action plan.

Key Takeaways and Next Steps

ONE CLEAR PROMISE	ONE FOCUSED GAP	ONE MEASURABLE SIGNAL

- Strategy works when it shapes daily decisions—not just visual consistency
- Start with one clear promise, one focused gap, one measurable signal
- Use a one-page strategy, not a 60-slide deck
- Review and adapt quarterly against revenue or market share
- Embed in workflows, templates, and AI assistants