

# Strategic Marketing

## Unit Four – Brand Strategy



# Course Layout and Overview

- ▶ Five units
  - ▶ Unit One: Marketing Planning Process
  - ▶ Unit Two: Marketing Research
  - ▶ Unit Three: Consumer Behavior
  - ▶ **Unit Four: Brand Strategy**
  - ▶ Unit Five: Marketing Communications



# Unit Four Learning Outcomes

- ▶ Explain the role of brands in creating value for businesses and consumers
- ▶ Define brand equity and the related Brand Asset Valuator and Aaker models
- ▶ Explain the concepts of brand equity, brand recognition, and brand loyalty
- ▶ Evaluate strategies to build a brand, including positioning and differentiation
- ▶ Compare brand management strategies through the product life cycle of introduction, growth, maturity, and decline
- ▶ Relate four strategies to managing the brand reputation, including through media platforms



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Four Overview Topics

- ▶ Creating value for consumers
- ▶ Brand equity, brand recognition and brand loyalty
- ▶ Strategies to build a brand
- ▶ Brand management strategies
- ▶ Strategies to manage brand reputation



# Brand Strategy Vocabulary

- ▶ Aaker model
- ▶ Brand Asset Valuator
- ▶ Brand differentiation
- ▶ Brand equity
- ▶ Brand loyalty
- ▶ Brand management strategies
- ▶ Brand positioning
- ▶ Brand recognition
- ▶ Brand reputation
- ▶ Build a brand
- ▶ Creating value
- ▶ Media platforms
- ▶ Product life cycle

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# Creating Value for Consumers

- The concept of creating value
- Why value is important?
- Who benefits for creating value?



# Creating Value for Consumers

## Brand, Messaging, and Marketing Alignment

### Time Frame

Highly consistent from year to year, with periodic refinement



Refreshes every 12 to 24 months, depending on market dynamics



Aligns with yearly goals but adjusts at least quarterly to reflect evolving priorities



### Tools & Artifacts

Mission & value proposition  
Core values  
Brand voice & personality  
Brand positioning  
Tagline

Target segments  
Market-specific positioning  
Key marketing messages

Campaign Tactics  
Messaging  
Proof points  
Touch points





# Brand Equity, Recognition and Loyalty

- ▶ Brand equity, recognition and loyalty
- ▶ Consumer awareness
- ▶ The Aaker Model
- ▶ The Brand Asset Valuator



# Strategies to Build a Brand

- ▶ Building a brand might include
  - ▶ The voice and tone of a brand
  - ▶ Brand positioning
  - ▶ Brand core values
- ▶ Brand differentiation

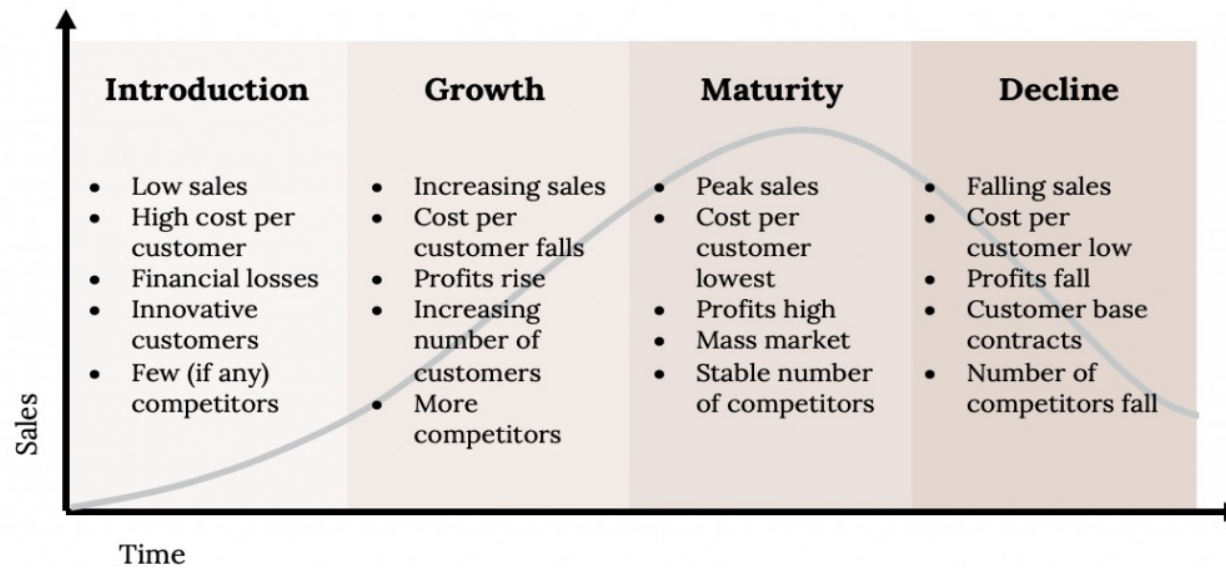


# Brand Management Strategies

- ▶ The product life cycle stages include
  - ▶ Product development
  - ▶ Market introduction
  - ▶ Growth
  - ▶ Maturity
  - ▶ Decline



# Product Life Cycle Stages



# Strategies to Manage Brand Reputation

- ▶ Brand reputation
- ▶ Engaging with consumers
- ▶ Why social media is important



# Conclusion

## ▶ Unit Four Learning Outcomes

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# What's Next?

- ▶ Unit Five: Marketing Communications

