

The New Strategic Brand Management - Revolutionizing Marketing Strategies

Branding is a crucial aspect of any business. It defines the identity, perception, and value of a company, product, or service. In today's competitive market, strategic brand management plays a critical role in helping businesses gain a competitive advantage. With the ever-evolving digital landscape and changing consumer behaviors, a new approach to brand management has emerged, revolutionizing marketing strategies and paving the way for success.

A Shift in Brand Management Paradigm

Gone are the days when brand management simply involved maintaining a consistent visual identity and pushing advertisements through traditional channels. The new strategic brand management approach takes a holistic approach, intertwining brand perception, customer experience, and digital marketing strategies.

One of the key aspects of the new strategic brand management is understanding the target audience and their needs. This requires thorough market research, customer segmentation, and developing buyer personas. Armed with this knowledge, businesses can tailor their brand messaging, visual presentation, and overall strategy to resonate with the target market.

The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity) by Jean-Noël Kapferer (5th Edition, Kindle Edition)

★★★★☆ 4.4 out of 5

Language : English



File size	: 4846 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 1105 pages



Creating a Unique Brand Positioning

The era of generic marketing messages is long gone. In today's crowded marketplace, businesses need to carve out a distinctive brand positioning to stand out from the competition. The new strategic brand management focuses on identifying the unique selling proposition (USP) that sets a brand apart. By identifying the specific attributes, values, and benefits that make a brand unique, businesses can effectively communicate their value proposition to their target audience.

Moreover, strategic brand management recognizes the importance of creating an emotional connection between the brand and its customers. By appealing to the emotions and values of the target audience, businesses can create a lasting impression and foster brand loyalty. This is achieved through storytelling, leveraging emotional triggers, and connecting with customers on a deeper level.

The Role of Digital Marketing in Strategic Brand Management

In the digital age, digital marketing channels have become essential tools for brand management. The new strategic brand management leverages digital platforms to reach a wider audience, engage with customers, and drive

conversions. From social media marketing, content creation, search engine optimization (SEO), to influencer collaborations, businesses can build and strengthen their brand presence online.

One effective digital marketing strategy for strategic brand management is inbound marketing. By providing valuable, informative content to consumers, businesses can position themselves as industry experts and build trust with the target audience. This approach not only increases brand awareness but also drives organic traffic and fosters customer loyalty.

Measuring Brand Performance

Strategic brand management also emphasizes the importance of measuring brand performance to track the effectiveness of marketing strategies. Key performance indicators (KPIs) such as brand awareness, brand equity, customer loyalty, and online engagement provide valuable insights into the success of brand management efforts.

There are various tools and techniques available to measure brand performance, including surveys, social media analytics, website analytics, and customer feedback. These metrics help businesses assess the impact of their branding initiatives and make data-driven decisions to optimize future strategies.

The new strategic brand management approach represents a paradigm shift in the field of marketing. It recognizes the need for a comprehensive, customer-centric, and digitally-focused approach to build and manage a successful brand. By understanding the target audience, creating a unique brand positioning, leveraging digital marketing channels, and measuring brand performance, businesses can elevate their brand presence and gain a competitive edge in the market.



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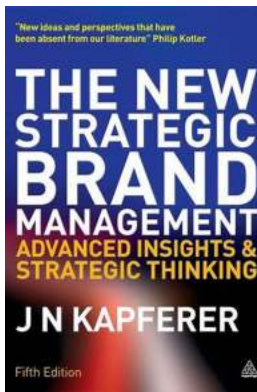
Adopted internationally by business schools and MBA programmes, this book is the ultimate resource for senior strategists, positioning professionals and postgraduate students to understand and overcome the challenges of brand management and strategy today, written by the leading international expert of branding, Jean-Noël Kapferer.

The New Strategic Brand Management is simply the reference source for branding professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself.

Using an array of international case studies, this book covers all the leading issues faced by brand strategists today, with both gravitas and intelligent insight. It reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands.

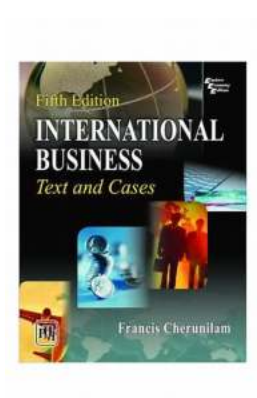
This updated fifth edition builds on the book's already impressive reputation, including new content that will help students and practitioners stay up to date with targeting, with relevant research and market knowledge to support the discipline.

With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; *The New Strategic Brand Management* remains at the forefront of strategic brand thinking.



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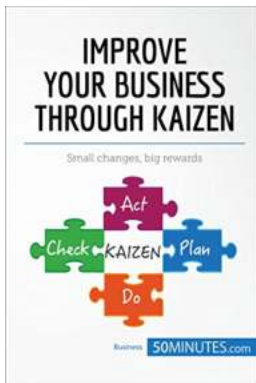
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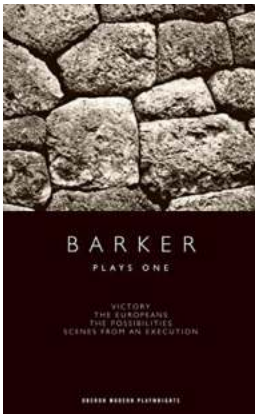
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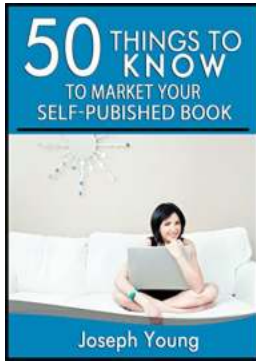
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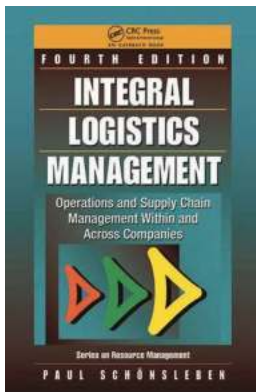
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