

BRAND POSITIONING SPECIALIST



Learn the secrets behind successful brands!

International
certificate

40
Hours



BRAND

PROGRAM SUMMARY

BRAND POSITIONING SPECIALIST

The certificate in BRAND POSITIONING SPECIALIST will enable you to learn and develop skills in the key principles of branding and marketing communications.

A strong brand is the secret behind all successful businesses, whereas their brands consistently achieve steady revenue increase. Successful branding also gain benefits such as increased customer loyalty, as well as enhanced image and identity.

Brand positioning is a specialization which requires creative and strategic thinking, and a thorough understanding of the consumers lifestyle, behaviors and attitude to the extent to which a brand is perceived as favorable, different, and credible in their minds.



LEARNING OUTCOMES

The participant of the course will gain a comprehensive understanding of the brand concept:

- Marketing strategy and brand positioning
- The limits of product-centric thinking & the opportunities and challenges of customer centricity
- Online-offline interaction and how to find lead users and facilitate influence.
- Campaign conceptualization and execution; creating high impact campaigns that tell brand stories
- Building a strategy towards customer satisfaction

OBJECTIVES

- Understand the importance of Brand Equity and the key elements of keeping the brand in a dynamic world
- Learn the principles behind customer focus and need-gathering.
- Understand the strategies and drivers that influence customers and see how these are implemented prior to building your investment.
- Prepare a strategic analysis and propose solution to a real business challenge
- Face the brand challenges of your company or organization

MODULES

BRAND POSITIONING SPECIALIST

Introduction: **WHAT IS BRAND POSITIONING?**

Create Your Own Brand Positioning Strategy

- Building Strong Brands
- Determine your current brand positioning
- Considering your target customer and defining who they are.
- What makes your brand unique?
- Develop a value proposition
- Define your brand persona and brand voice
- Determine your competition through a competitive analysis
- Strategic Marketing
- Segmentation and Targeting

BRANDING: Effective Brand Communications Strategies and Repositioning Strategies

- Covers effective brand communications strategies and repositioning strategies.
- Understanding how customers perceive your brand messaging and marketing is one of the most important aspects to understanding consumer behavior: what consumers perceive is what affects their actions, and what they perceive is not necessarily true!
- The module unpacks customer behavior and perception and explores successful strategies for influencing both.



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