Advanced Business Marketing Techniques

Presented by REBEL INTERACTIVE

BRANDS • WEBS • VIDEOS

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The Process

BRAND

STRATEGY

TACTICS
What Is Branding?

BRANDING is the BOLD PROMISE + DELIVERY of a UNIQUE EXPERIENCE

[this is US] BRAND GAP [this is OTHERS]
Branding Distinguishes Us
What Is Strategy?

HOW do WE BRING the BRAND to LIFE

love your brand
What Is Strategy?

- HR
- Leadership
- Sales
- Marketing

Internal

Behaviors

External

Communications
WHAT [do] WE DO?
How About Some Examples?

[Email marketing]
[social media]
[website]
[marketing collateral]
[media/press/advertising]
[email marketing]

BRAND

STRATEGY

TACTICS
How About Some Details?

[Email marketing]

BRAND
[email marketing]

STRATEGY
How About Some Details?

[email marketing]

TACTICS
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THANK YOU!

love your brand