



Marcom Point.Solutions Branding Methodology

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The first step in the MarCom Point.Solutions Branding Methodology is the **Define and Assess** phase to determine the brand strategy. Employees and customers are part of this process through focus groups, interviews, and surveys. Collecting this research is rudimentary in the development of a successful brand. Like any sound business plan, the objective in building a strategic branding campaign is to determine where the company is today and identify growth objectives.

After the data gathering is completed, the **Strategic Planning** begins. The information collected will serve as a roadmap for building the brand and positioning it successfully in the marketplace with a differentiated image and promise. In this phase the concepting, messaging, and visioning merge together to create the foundation of the brand-awareness campaign. The holistic branding strategy will roll out the new image and campaign to employees and customers simultaneously.

The **Creative Approach** phase translates the strategy into tactical communications vehicles. An integrated marketing communications plan channeled through a variety of media will be used to deliver effective tools to the targeted customer base and employees.

The **Execution and Implementation** phase will launch the brand internally and externally. One of the key performance indicators of a successful branding is gaining consensus with employees and building the brand through involvement and an emotional attachment. The external side of the campaign will include a variety of communications vehicles including public relations, marketing communications, and direct marketing.

Measurement and Analysis of ROBI (return on brand investment) will begin at the launch. The data collected will be measured against prior-year data, such as leads generated, sales, touch points made, etc. The first analytical metrics report is delivered three months into the program.



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