

MENTORING PROGRAMME

6TH WORKBOOK

BRAND STRATEGY

(part 2)

You Need A GO.AA.TA

6TH WORKBOOK



A brand marketing strategy is an explanation of what you are trying to achieve. Deeply rooted in your business or career aspirations, your brand marketing strategy outlines *what* you want to accomplish with your marketing efforts . Whereas your brand marketing plan outlines *how* you will do it.

Your brand strategy is the WHAT.

Your brand marketing plan is the HOW (also known as the tactics).



A.A.

AWARENESS & APPROACH

What has changed?
What new things do you need to be **AWARE** of?

*From your market to your target audience, your competitors
to your industry
...things are always changing.*

Industry

Competitors

Media

A.A.

AWARENESS & APPROACH

What has changed?
What new things do you need to be **AWARE** of?

*From your market to your target audience, your competitors
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Customers/
Clients

Stakeholders

Suppliers

A.A.

AWARENESS & APPROACH

What is your new **APPROACH**?

What new approach do you need to take to the new changes?

Industry

Competitors

Media

A.A.

AWARENESS & APPROACH

What is your new **APPROACH**?

What new approach do you need to take to the new changes?

Customers/
Clients

Stakeholders

Suppliers

To know where you are
going,
you need to know where
you have come from"



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